35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

APRIL 24, 1961

Criticism mounts against 40-second spot; agencies may seek rebates 22

A jolt to network option time; it may go down the drain entirely 58

The efforts of ANA and AAAA to keep advertising's image shiny ..... 24 & 28

Stereocasting finally gets the blessing of FCC to start June 1 65

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is perpetually on the go

Who else wins our attention with the bursting, bounding, lively sound of life itself? Who else sells us with such unflagging energy and vitality? Only Radio creates this rousing *receptivity* and only Spot Radio lets you choose time and place to match it.

KOB	Albuquerque	KARK	Little Rock	WRNL	Richmond
WSB	Atlanta	WINZ	Miami	KCRA	Sacramento
WGR	Buffalo	WISN	Milwaukee	WOAI	San Antonio
WGN	Chicago	KSTP	Minneapolis-St. Paul	KFMB	San Diego
WFAA	Dallas-Ft. Worth	WTAR	Norfolk-Newport News	KMA	Shenandoah
KDAL	Duluth-Superior	KFAB	Omaha	KREM	Spokane
KPRC	Houston	WIP	Philadelphia	WGTO	Tampa-Orlando
WDAF	Kansas City	KPOJ	Portland	KVOO	Tulsa
		WJAR	Providence		

Radio Division
Edward Petry & Co., Inc.
The Original Station Representative

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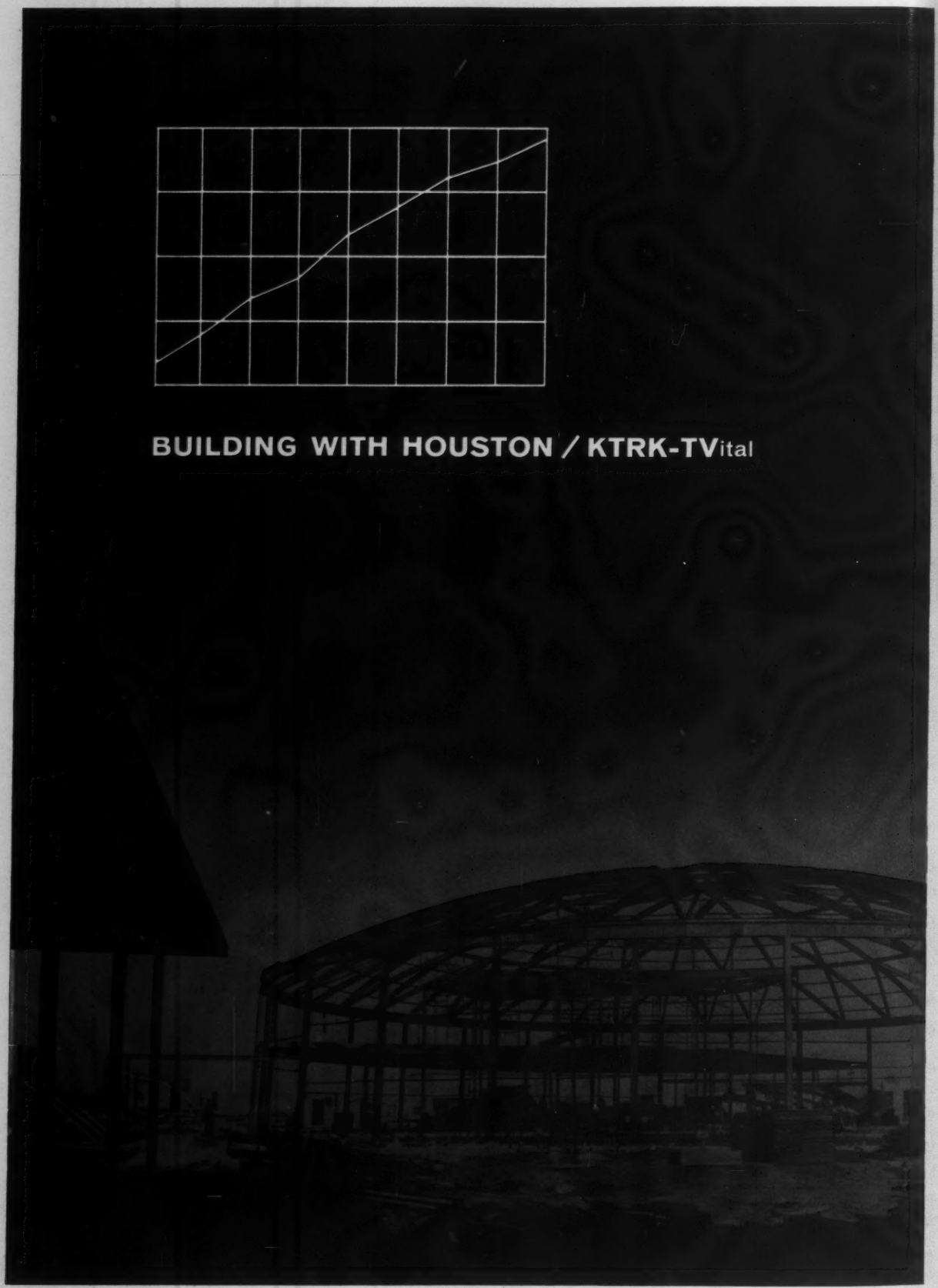


buy St. Louis `a la card*

***KTVI RATE CARD** ...your lowest

cost per thousand TV buy in St. Louis

J. J. Bernard, (left), Vice-President and General Manager of KTVI, accepts the Award of Honor for locally produced "Expedition! St. Louis" programs, from Alfred Beckman, Vice-President ABC-TV.

Represented nationally by

BLAIR-TV

KTVI 2 abc

CHANNEL ST. LOUIS

WGAL-TV serves the public interest

THE GREAT CENTENNIAL

Footnotes to the Civil War in the Channel 8 Area Every Monday Morning. Each program in this fascinating historical series features a separate community, as many cities and towns in the Channel 8 area were affected by the Civil War. Well-known examples: Battle of Gettysburg, burning of Chambersburg, Confederate occupation of York. This series is just one phase of this station's many activities dedicated to inspire and enlighten the viewers it serves.

WGAL-TV
Channel 8
Lancaster, Pa. • NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Big stick for chairman

Chairman of FCC (and of Securities & Exchange Commission) would be given complete autonomy in all matters relating to appropriations and staff personnel under President Kennedy's plan to reorganize independent agencies. This new authority, coupled with monthly reports to President now required from agency heads, would vest in Chairman unprecedented power.

Commissioners have been consulted and, as consequence, delay developed in submission of proposal to Congress. FCC members, generally did not look with favor upon proposal, presumably because they felt it denuded individual commissioners of existing powers. Other provisions of proposal, which would become law in sixty days unless rejected by either house of Congress, provide for writing of opinions by commissioners, setting up of panels and delegation of greater authority to examiners.

Commission system

If there was lesson to be drawn from extensive but unheralded discussion of media-commission system of agency compensation during private sessions of AAAA's convention last week (see page 24), it appeared to be this: that, at least as far as agencies are concerned, system is here to stay. More specifically, many closed-session participants saw it as resounding notice that headline-making deal of few months ago, when Ogilvy, Benson & Mather took on Shell account on straight fee basis, forsaking commissions, should in no way be regarded as trend-maker. Ogilvy representatives were present but did not participate in discussions, which did not mention Shell or Ogilvy specifically.

Profits, or else

Nothing official has been said, but word leaking out of CBS Radio is that o&o stations with slipping profit ratios have been advised to correct this slippage by jacking up business, trimming expenses, or both. Admonition apparently is little reason for concern to CBS-owned radio stations in Los Angeles and San Francisco, whose profits reportedly are running above normal, or Chicago where they are said to be holding steady. But stations in St. Louis, Boston, Philadelphia and New York, while still profitable, are said to be less so than formerly, and hence are expected to feel sail-trimming effect more keenly.

Spectrum czar

In communication that went directly to White House, FCC has recommended that super administrator—with complete and final powers—be established to allocate spectrum among government and non-government users. Commission document, drafted in general counsel's office, says that present problem of dual system makes it mandatory that such authority be vested in one man. Views were given following White House inquiry addressed to Senate Commerce Committee pointing out that dual system is becoming unmanageable and asking for comments. It then was forwarded to FCC for direct reply to White House, where discussions have been in progress for several weeks (CLOSED CIRCUIT, BROADCASTING, April 17).

Overlooked in President's letter to Senate was Rep. Oren Harris (D-Ark.), chairman of House Commerce Committee who held 1959 symposium on spectrum management and has been prime mover for several years in efforts to solve dilemma. He reportedly did not receive similar inquiry.

Decision on clears?

When will FCC finally decide its most ancient pending case—whether or not to break down any or all of 24 clear channels? Subject has been on agenda for past several weeks but has been passed over for further "study." Best guess is that it will continue in "study' category until after NAB convention next month. Case has been pending since 1945.

Craven's tenure

Contrary to grapevine, FCC Commissioner T. A. M. Craven won't retire this summer and expects to complete his current term which expires June 30, 1963. Commissioner Craven, serving his second separate FCC term (1937-1944; 1956—) is now 68 and would be eligible for retirement in July at about 70% of his base pay of $20,000 per year but he's deeply engrossed in space communications as special assignment and he wants to complete that task with its global involvements before he retires.

It's generally expected that Kenneth A. Cox, who assumed office fortnight ago as chief of FCC's Broadcast Bureau, will succeed to next Democratic vacancy. Chairman Newton Minow, whose current term expires in June, already has been confirmed for another seven-year term. Term of Commissioner John S. Cross, Arkansas Democrat, expires in June 1962 and he is candidate for reappointment. Term of only other Democratic member, Robert T. Bartley, of Texas, runs until June 1965.

Image builders

Among agencies, first reaction to AAAA's already-in-work plan for public relations campaign to improve advertising's image among opinion leaders (see page 24) seemed closer to apathetic than enthusiastic. There was some outright criticism. Cost was originally reported at $150,000, later was said to have been scaled down to about $130,000, to be paid partly out of left-over funds in AAAA treasury, partly by somewhat higher fees from big agencies. One point not mentioned in public announcement of campaign details is that it's authorized on one-year basis and hence subject to review before it can be continued beyond that time.

Almost at launch time

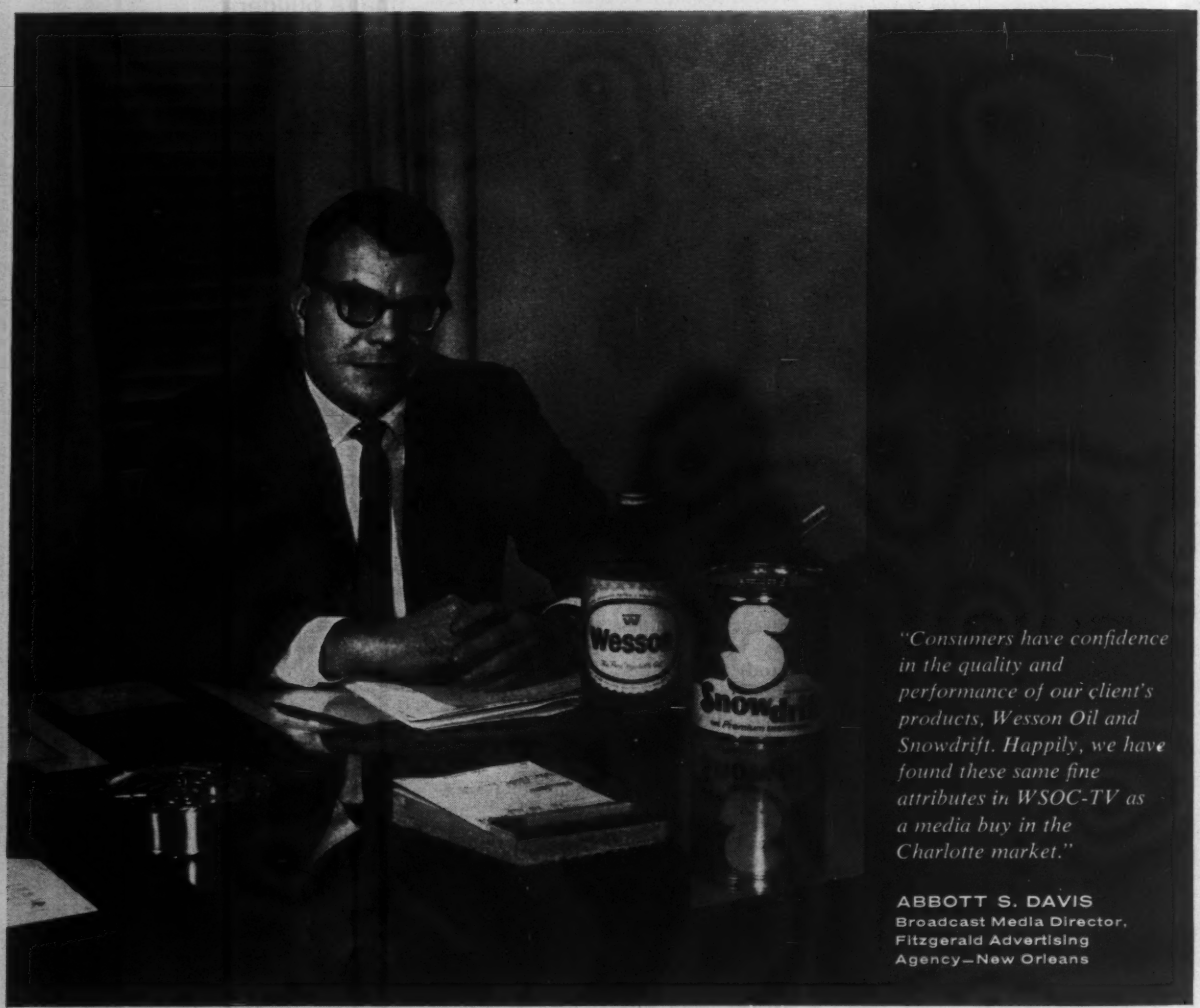
U. S. man-in-space shot try is expected before end of month, barring adverse weather or last-minute equipment failure—network pool plan received unexpected setback (also see story, page 52). Broadcast pool people, who have been alerted and are now setting up at Cape Canaveral, had hoped to start coverage at minus three hours to permit live broadcast of preparatory operations, but National Aeronautics & Space Administration last week forbade any broadcast until 10 minutes before launching of U. S. astronaut.

'Good' Italians

So far as Italian-American organizations are concerned, NBC-TV's next season entry, *Cain's Hundred*, passes muster. MGM-produced, hour-long series does not plan to use Italian characterizations in gangster roles as in past episodes of *The Untouchables* on ABC-TV. Only Italian character to appear in opening episode is "Honest D. A." named Biancola. Show had been under surveillance by Italian-American groups who feared it would duplicate *Untouchables* format (CLOSED CIRCUIT, April 3, 1961).

Published every Monday, 53rd issue (Yearbook Number) published in September, by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.

"Charlotte's WSOC-TV... quality performance, agency confidence" —Abbott S. Davis, Fitzgerald



"Consumers have confidence in the quality and performance of our client's products, Wesson Oil and Snowdrift. Happily, we have found these same fine attributes in WSOC-TV as a media buy in the Charlotte market."

ABBOTT S. DAVIS
Broadcast Media Director,
Fitzgerald Advertising
Agency—New Orleans

When you place a schedule on WSOC-TV, you, too, can be confident that your effort will be backed by station performance of a quality that builds acceptance and sales for your product. Here in America's 19th largest tv market viewers depend on WSOC-TV for the best of NBC and ABC, the top local and regional programming of this area. Get more value, more support for your advertising dollar. Get on WSOC-TV.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by **H-R**

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton

WEEK IN BRIEF

Networks remain adamant as criticism of 40-second spot mounts. Hints drop that agencies may demand rebates for "snip-offs" and that complaint may be carried to FCC and/or congress. See . . .

40-SECOND STATION BREAKS? . . . 22

Goaded by criticism AAAA prepares a campaign to improve advertising's public image. Target of message will be the opinion leader, most of whom are suspicious. First move is a study to determine why they are critical. See . . .

BETTER IMAGE IS AAAA GOAL . . . 24

All Washington doesn't hate advertising—or business in general. Assistant Secretary of Commerce Hickman tells ANA self-regulation is one answer to problems. Group hears report on efforts of joint ANA-AAAA disciplinary unit. See . . .

NEW FRONTIER DISAGREEMENT . . . 28

Collins of NAB calls on advertisers and agencies to help upgrade programming and advertising. Users of air have responsibilities to sponsor blue ribbon programs and tighten advertising code. See . . .

COLLINS TO ADVERTISERS . . . 31

Federal Trade Commission is going to speed up its cases. New chairman, Paul Rand Dixon, tells ANA there's too much "brinkmanship" by some advertisers—skirting close to deception. See . . .

FTC TO QUICKEN PACE . . . 36

Option time is under attack again. In a surprise move, the FCC asks court to remand case, orders the 1960 order vacated with whole question to be reconsidered. Implications loom that traditional network-affiliate arrangement may be banned. See . . .

OPTION TIME TO THE BRINK . . . 58

Proposal for vhf drop-ins in Rochester and Syracuse bring mixed reactions. Some like the proposals, other caution regarding sites and time element. Protests filed against adding another v to Milwaukee. See . . .

ALLOCATIONS MERRY-GO-ROUND . . . 62

Closer Justice Dept.-FCC teamwork seen in remarks by new antitrust chief. Loevinger feels commission must consider antitrust charges against licensees or applicants, whether or not they are settled or litigated. See . . .

LIAISON BETWEEN JUSTICE AND FCC . . . 64

Stereocasting is here. FCC chooses composite Zenith-GE proposal and tells fm broadcasters they can begin June 1. Standards permit simultaneous stereo transmissions and special background music and other services. See . . .

FCC FINALLY OKAYS STEREO . . . 65

Whole package of transfers, sales and purchases in multimillion dollar NBC-RKO General transaction set for consolidated hearing by the FCC. Involving 22 separate applications, the first go-round will be on Philadelphia facet. See . . .

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday, 53rd issue (Yearbook Number) published in September by BROADCASTING PUBLICATIONS INC. Second-class postage paid at Washington, D. C.

Subscription prices: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35 cents per copy. Yearbook Number $4.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses.

Mail is usually a good barometer of one's popularity. Yet, because WPIX-11 *has no mail*, we're *more* popular with advertisers! An extraordinary statement except when you understand the *kind* of mail we mean: *No Mail Order Advertisers!* WPIX-11 advertisers are *national*, representing the foremost advertisers in the land. General Motors, General Foods, P & G, Coca-Cola, R. J. Reynolds—they're all here in quantity. It makes good sense to join in the fine company of national advertisers on WPIX-11. ***Where are your 60 second commercials tonight?***

NEW YORK'S PRESTIGE INDEPENDENT

ONE-YEAR RENEWAL FOR KRLA URGED

FCC examiners cite frantic contests, inept absentee direction

Short-term license renewal of only one year was recommended for KRLA Los Angeles in Friday (April 21) joint initial decision by FCC Examiners James D. Cunningham and Herbert Sharfman.

Examiners, in turning down full three-year renewal, made these conclusions against KRLA: Its operations had been "haphazardly directed"; "frantic and undignified promotional activities, supplemented by days of continuous programming which publicized contests and ignored the station's other obligations"; "obviously inept absentee direction," and failure of licensee to inform himself about programming misrepresentations made to commission.

Licensee of record, Donald Cooke, did not abdicate control of station to his brother, Jack Kent Cooke, as charged by Broadcast Bureau, Messrs. Cunningham and Sharfman concluded. At same time, they hit Donald Cooke's "attempt to conduct the affairs of KRLA from across the continent. . ." which would cause persons on scene to perform acts ordinarily responsibility of owner. They also found that station's programming logs were altered improperly with only possible purpose to deceive FCC but that licensee was not responsible.

On KRLA promotion contests, examiners said such activities "should be relegated to oblivion." They found that contests were "conceived in cynical fashion to play upon the gullibility and cupidity of the audience . . . with arrogant disregard of the true facts. . . . Both contests were conducted in shabby and irregular fashion. It appears, however, that KRLA has discontinued this type of operation. . . ."

KRLA got in trouble with commission soon after present licensee took over station with new promotion activities in 1959. In proposed findings, Broadcast Bureau claimed that KRLA was guilty on all four hearing issues and that license should not be renewed (BROADCASTING, March 20).

Balanced growth

Advertising was seen Friday by John Hay Whitney, publisher-broadcaster and former ambassador to Great Britain, as important contributor to "the balanced growth of our nation." He said if advertising business "does its job and does it fairly," it can "discourage the unwarranted growth of government in two critical ways: reducing the demand for regulation and blunting the demand for artificial stimulation of the economy." Mr. Whitney, publisher of *New York Herald-Tribune* and substantial owner of Corinthian television and radio stations and Herald-Tribune Network of radio stations in suburban New York city, spoke at Friday session of American Assn. of Advertising Agencies' annual meeting (earlier stories page 24).

Networks rebut 'Time' charges

All three television network chiefs have hit back—hard—at tv-blistering report in *Time* magazine that networks are downgrading public affairs programs.

ABC's Leonard Goldenson, CBS' Frank Stanton and NBC's Robert Kintner said networks will be doing more public affairs shows in good time next year than ever before.

Network presidents' remarks were contained in letters to Sen. William Proxmire (D-Wis.) who asked their comments on article in March 31 *Time*. Sen. Proxmire placed correspondence in *Congressional Record* Thursday.

Mr. Goldenson said ABC has increased investment in news and public affairs by 67% in last year and, at present, projected increase in cost for 1961-62 season is another 21%. Among other shows, he cited *Roosevelt Years*, 26 program series scheduled to start in fall of 1962.

Said Mr. Stanton: "*Time's* report is inaccurate." CBS, he said, plans 3¼ hours of public affairs and news weekly during '61-'62 season. This represents increase of ½-hour every four weeks.

Mr. Kintner, most bitter of all in his reaction to *Time* article, said he welcomed opportunity to correct its "falsehoods and distortions." Discounting coverage of 1960 Presidential election, he said, NBC will present more public affairs programming next season than ever—and more of it in prime time, too.

Among other plans, he mentioned *Brinkley's Journal*, which has not yet been formally announced. It will be shown Wednesday's, 10:30-11 p.m.

Mr. Kintner also took issue with statement *Time* attributed to BBDO's George Polk that networks are easing public affairs programs out of prime time. He said NBC press had told *Time* statement was not true but that magazine chose to publish quotation "without comment or denial."

Salant cites high cost of network news shows

CBS-TV could add "many, many millions of dollars," as much as 65% more, to its pre-tax profits if it dropped all news and public affairs programs and replaced them with mass entertainment shows, CBS News president Richard S. Salant told group of advertising men in Hartford, Conn. Friday.

Other points he made to illustrate complex factors that affect informational programming: 800 people are needed "one way or another" to put on 15-minute *Douglas Edwards News* show; one-hour *CBS Reports* program on migrant labor, in which about 5,000 feet of film was shown, took a year to prepare at cost of $125,000, with about 26 miles of film actually shown; and almost four times as many people this season watched *Untouchables* as watched *CBS Reports*.

ARF's methods committee

Advertising Research Foundation expects committee to be formed this week to explore idea of continuing study of methods to improve audience measurement. Attention focused on ARF's contemplated move by NBC Board Chairman Robert Sarnoff who said idea was forwarded to ARF on his suggestion by Hugh M. Beville Jr., NBC vice president, and ARF board member.

ABC-TV 40-second policy

New policy governing 40-second station breaks to be made available on ABC-TV Network next autumn announced Friday for o&o stations by Stephen Riddleberger, ABC o&o vp (early story, page 22). In each 40-second station break ABC-TV o&o stations will schedule no more than two announcements of a commercial, promotional or public service nature; if they only occupy 30 seconds, remaining 10 seconds will be used for news and weather information.

more AT DEADLINE page 10

WEEK'S HEADLINERS

Mr. Coyle

Donald W. Coyle, ABC vp in charge of International Div., elected president of newly-formed ABC International Television Inc., wholly-owned subsidiary of AB-PT. Mr. Coyle, who has been head of International Div. since its formation in 1959, joined ABC in 1950 as research writer. He then became director of research for ABC-TV, and director of sales development and research, ABC-TV, in 1956. He was elected vp in March 1957, and moved up to vp and general sales manager of ABC-TV the following year.

Ben Wickham, vp-managing director of WJW-TV Cleveland, resigned Friday. Resignation announced by Bill Michaels, regional vp of Detroit and Cleveland for Storer Broadcasting Co. broadcasting-tv division. Mr. Wickham will retain connection with Storer as Cleveland consultant.

Gordon Davis, general manager, Westinghouse Broadcasting Co.'s WIND Chicago, named general manager of WBC Productions Inc. with headquarters in San Francisco, effective May 15. **Ed Wallace,** general manager of WBC-owned WOWO Fort Wayne, Ind., succeeds Mr. Davis at WIND. **Carl Vandergrift,** staff coordinator of corporate projects at WBC headquarters in New York and formerly manager of WOWO, returns to Fort Wayne, replacing Mr. Wallace. WBC Productions Inc. will produce on video tape nightly 10-11 p.m. Jack Paar-type program featuring Mike Wallace as host that will be carried by WBC television stations and will also syndicate other entertainment and program packages.

Mr. Castle

Robert W. Castle, vp at Ted Bates & Co. since 1959, elected senior vp of agency. Mr. Castle joined Bates in 1957 as account executive on Colgate-Palmolive Co. account and his new position puts him in charge of account's household products division. Before coming to Bates, Mr. Castle was account executive with J. Walter Thompson Co.

For other personnel changes of the week see FATES & FORTUNES

E. Anthony gets nod for New Bedford tv grant

E. Anthony & Sons Inc., following merger agreement with two competing applicants, received favorable initial decision for ch. 6 New Bedford, Mass., from FCC Hearing Examiner Herbert Sharfman Friday (April 21).

Under agreement, Anthony will own 55% of proposed ch. 6 tv station, New England Tv Co., 30%, and Eastern States Broadcasting Corp., 15%.

Anthony publishes *New Bedford Times* and owns WNBH there and WOCB West Yarmouth, Mass. New England principals have interlocking ownership in WTAO Cambridge, Mass., and WRIB Providence. Eastern States President Paul B. Mowrey is former director of tv for ABC.

Burgeoning Bartell

Further expansion into print media is in store for Bartell Broadcasting Corp. Bartell is largest single stockholder in Macfadden Publications and, through Macfadden, has just acquired substantial interest in Teleglobe pay tv system. Bartell announced Friday purchase of Hillman Periodicals, publisher of *Pageant* and number of other magazines, chiefly in romance and movie and tv fan fields. Bartell stations are WOKY Milwaukee, KCBQ San Diego, WADO New York, and KYA San Francisco.

Gleason spectacular avoids court ban

CBS-TV's 90-minute taped special, *Million Dollar Incident,* (Fri., April 21, 8:30-10 p.m. EST), which starred Jackie Gleason, was almost suppressed by court injunction.

New York Supreme Court Justice William C. Hecht Jr., day before air time signed order barring show because it contained "name or characterization" of George (Bullets) Durgom, Mr. Gleason's former manager. Mr. Durgom, in petition to court, claimed he was being portrayed without his written consent and that portrayal held him up to "ridicule and contempt."

Justice Hecht later deleted word "characterization" from his order and network was able to edit tape so that Mr. Durgom was not identified. CBS said it would have lost estimated $500,000 if show, sponsored by U. S. Time Corp., had been cancelled.

GE plans for adapters

General Electric Co., Syracuse, N.Y., announced Friday it will be ready to supply radio sets and adapters for fm stereo reception shortly after June 1 when FCC says broadcasts can start. GE's announcement followed FCC adoption of standards for fm stereophonic radio broadcasting earlier last week (see story, page 65). GE also announced design for new fm stereo radio receiver is complete.

WBRY Waterbury sold

Sale of WBRY Waterbury, Conn., by Michael Gourd and associates to Gustave Nathan, 52% owner and president of buying company, for $200,000 announced Friday (April 21). Mr. Nathan is former general manager of Herald-Tribune Radio Network. Associated with Mr. Nathan is P. James Roosevelt, holding 37%; he was stockholder in selling corporation. Station is 5 kw on 1590 kc. Sale subject to FCC approval.

Canadian network licensed

Spencer Caldwell, applicant for tv hookup in Canada, granted Dominion's first private tv network license April 21 by Board of Broadcast Governors (early story page 81). Mr. Caldwell had been given temporary license last autumn. He claims to have signed up second station in each of eight tv markets, with emphasis on sports.

Business briefly...

Bell System (AT&T) has signed for two *CBS Reports.* First show, "Why Man Into Space?" is set for April 27, with second program to be aired in fall. Advertiser reportedly holds option for two additional programs in series. N. W. Ayer is AT&T agency.

NBC, which is selling its National Football League championship playoff telecast next Dec. 31 in fourths, already has picked up two sponsors, Philip Morris and Ford, each paying reported $200,000 for package. Network was said to have paid $615,000 annually for game rights for two-year period. With half of show already spoken for, NBC-TV is assured at this early date of reclaiming at least two-thirds of what it paid for rights.

Talk about beats!

U R G E N T

(MIAMI)--A CUBAN RADIO STATION--IN A BROADCAST HEARD IN MIAMI --REPORTED EARLY TODAY THAT AN INVASION FORCE HAS LANDED IN THE SOUTHERN CUBAN PROVINCE OF MATANZAS (MAH-TAHN-ZAHS). THE BROADCAST REPORTEDLY CAME OVER THE CUBAN GOVERNMENT COMMUNICATIONS NETWORK. IT SAID MACHINEGUN FIRE WAS HEARD ON A MATANZAS BEACH--AND WAS GROWING IN INTENSITY. MILITIAMEN WERE REPORTED TO BE RUSHING TO THE SCENE, AND SOLDIERS AT THAT POINT HAD SENT OUT A REQUEST FOR REINFORCEMENT.

CD221ACS4/17

UPI was one hour and 22 minutes ahead of the second best effort on this news break.

UPI stayed ahead as the story developed inside Cuba.

It pays to have UPI.

United Press International

A UPI MAN IS AT THE SCENE

MIS ING

Yes–you are missing from $92,000,000 to $120,000,000 in family purchasing power each week if your television advertising is not on the CBS Television Network. You're missing it because week after week this season the average nighttime program on our network is delivering 3/4 million more families than on Network Y–one million more families than on Network Z*.

S$OME

CBS Television Network

*Nationwide Nielsen season AA averages, Oct. 1960–Mar. 1961, 6-11 pm; av. weekly household expenditures: $117 (1959) U.S. Dept. of Commerce.

ETHING?

MONDAY MEMO

from BUD STEFAN, vp and office manager, BBDO, Hollywood

A radio campaign that boosted sales 25%; and it isn't ... over!

It all began up in the Land of Sky Blue Waters, as unlikely a place to originate a campaign for Chun King canned chow mein as one could choose had he thrown a sharpened chopstick at a map of the U. S.

The name of Chun King's president is Gee No Pah Loo Chi, but the Chun King letterhead properly spells it as Jeno Paulucci! This dynamic executive of Italian descent heads a Duluth corporation which produces 30-odd food products. Jeno Paulucci's Chun King chow mein with Batten, Barton, Durstine and Osborn! A collection of names like that could be found only on the muster sheet at an induction center during World War II.

I met Jeno last spring while he was in Hollywood recording narration for a half-hour television film on his own career in one of producer Jack Douglas' episodes of *Sweet Success*. Jeno asked me to visit his lodge that summer. In July, I took off for the Canadian border for what I thought was to be a few quiet days of fishing.

Business First ▪ I was surprised upon my arrival to find representatives from our Minneapolis and New York offices and from Chun King. When I saw them unloading a 16mm projector, cans of film, a tape recorder, a slide projector, charts, graphs and flop-over sheets, I accused Jeno of netting me. He smiled and said that as long as we had such a good group assembled, we might just as well "go over a few things."

Well, we did do some fishing, but we certainly *did* go over a few things. Things like marketing reports that showed a growing increase in sales of Chun King canned chow mein. Jeno, however, expressed a strong desire to make the nation aware of his product in one short, explosive campaign. This would require an increase in his advertising budget, but Jeno was willing if BBDO could come up with the dynamite.

Stefan Calling ▪ Chun King had been using some humorous commercials on tv and the question was how far Jeno would go and how crazy would he get. We agreed to recommend using Stan Freberg and his unique brand of commercial humor. We felt Stan's fragile mixture of sell and entertainment might be the zesty joy sauce needed for Chun King's chow mein. When we presented the idea to Jeno, he paused for just one second and then said, "Ask him." I promised to contact Stan the moment I returned to Hollywood but Jeno handed me a radio telephone. This is the exact dialogue between International Falls, Minn. and Beverly Hills, Calif.:

"Stan? Hi, this is Stefan. We're on a radio telephone so you can't talk until I say 'over.' I'm up near the Canadian border with Jeno Paulucci, president of Chun King chow mein, at his Nokomis Lodge on Kabetogma Lake. Over."

(Pause) "Operator, there is a Chinese Indian on this party line."

"Stan, you didn't say 'Over'."

"Stefan, I've never known you to drink like this. Over."

"Stan, we want to know if you could get going on some radio and tv commercials right away. Over."

"I dunno. I've never done a campaign for a Canadian lodge before. Over."

"No, Stan . . . for chow mein. Chun King chow mein. Over."

"What'd you say the chow mein's president's name is? Over."

"Jeno Paulucci. Over."

"Jeno Paulucciover? You're kidding! Over."

"Paulucci . . . and I'm not kidding! Chun King has a chow mein that's in two separate cans. It's better than you could buy in most Chinese restaurants. Over."

Over and Over ▪ "Bud, you're serious. I mean I can hear the sell in your voice. Over."

"Of course I'm serious. Now what's your schedule? Over."

"I have to be in Chicago in two weeks. That's not as funny as where you are, but we're not recording this. Over."

"Great! Could you meet with Mr. Paulucci and the fellows from our Minneapolis office while you're there? Over."

"Sure, if you know a good Chinese restaurant in Chicago. Over."

"We can meet in our Chicago office. We have some ideas. You start thinking, too. Over."

"It's like a wild, Oriental dream. We could have this guy interviewing a fortune cookie, see? And. . . .

"Over! Over! Put it on paper, Stan. We haven't even discussed your fee yet. Over."

"I want to say my own 'Over!' Besides I really think you're on a boat in the Catalina Channel. If I find out you're not at the Canadian border, I'll Batten your Barton, Durstine and Osborn! Over."

"Okay, Stan, we better hang up because I called collect. Over."

"You WHAT? *Over!*"

"Out!"

Not Over but Up ▪ Well, that's how the Chun King-Stan Freberg campaign started and it's far from over now. The first radio commercials went on the air last September in 34 markets and in less than four months, Chun King canned chow mein sales were up 25% nationally and even higher in the markets exposed to the commercials. Increased sales, of course, are the best measurements for proving the success of commercials but the commercials have been honored by many organizations of the advertising industry itself.

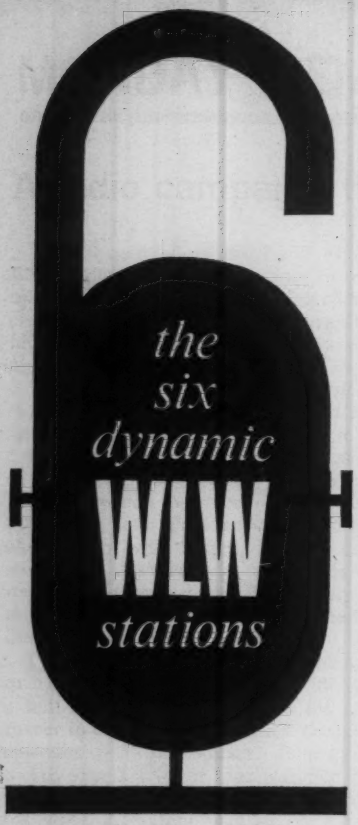
The campaign is an all-out agency effort. The sound, basic research, the wise buying of time, the planning of in-store promotion, the conference calls to brokers, the mailing pieces to buyers, all were a part of the fuse laid out to set off the detonator with Stan Freberg's fire-cracking commercials. On radio this month, we're introducing the Chun Kingston Trio and then . . . well, we all want to surprise Jeno. Over and Out!

Robert J. (Bud) Stefan majored in drama at the College of the Pacific and USC graduate school, with WW II Navy duty in between. From writer at KFWB Hollywood, he moved to KTLA (TV) Los Angeles, climbing the ladder to writing, directing and acting. One weekly series was bought by My-T-Fine, a BBDO account, and in 1952 he moved to the agency's Hollywood office as a tv production supervisor. He advanced to head of production, office manager and in April 1959 to vice president.

ROUND UP YOUR RUPEES! In India, rupees go a long way towards the downpayment on a sacred cow, the purchase of a new spring turban or a trip to the Taj Mahal. But in Baltimore, an advertiser gets the best run for his rupees on WBAL-RADIO, the DOMINANT force of this densely populated province. Here's why: There are no "untouchables" in the land of WBAL-RADIO . . . WBAL-RADIO covers the entire metropolitan area, plus 37 counties in Maryland and 4 adjacent states. WBAL-RADIO gets you results, without rope tricks, providing more unduplicated coverage in this market than any other native station. WBAL-RADIO knows how to charm listeners of every age, every interest, with a distinctive format of Full Range Programming and Music for Mature Minds . . . If you want your advertising to purchase more sales, round up your rupees and reap results on WBAL-RADIO, Baltimore.

WBAL-RADIO BALTIMORE NBC Maryland's only 50,000 watt station

Associated with WBAL FM & TV / Nationally represented by Daren F. McGavren Co., Inc.



reach 20 million people in 9 states

with entertainment, education, and public service unequalled by any broadcaster in the history of the industry. Our pride and our privilege!

WLW RADIO

38th year on the air, consistently ranks among the top 10 Radio Stations in America!

WLW TELEVISION

B&W TV pioneer and now COLOR TV leader in the Country!

WLW-T Television Cincinnati

WLW-D Television Dayton

WLW-C Television Columbus

WLW-I Television Indianapolis

WLW-A Television Atlanta

So when buying Radio or TV time, call your WLW Representative. You'll be glad you did.

Crosley Broadcasting Corporation
a division of Avco

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

April 24—Annual meeting and luncheon, **The Associated Press Members.** Principal luncheon speaker: Secretary of Defense Robert S. McNamara. Waldorf-Astoria, New York City.

April 24—Deadline for return of nominations ballots for **National Academy of Television Arts & Sciences** Emmy awards competition.

April 24-25—**Nebraska Broadcasters Assn.,** convention. Blackstone Hotel. Omaha.

April 24-28—**U. of Florida** third annual Communications Week. Broadcasting Day, April 24. Advertising Day, April 25. Other days devoted to photojournalism, print media and public relations. Gainesville, Fla.

April 25—**American Marketing Assn.,** New York chapter marketing workshop: Management use of marketing research, advertising agencies. Lever House auditorium, New York, 4 p.m.

April 25-27 — **Sales Promotion Executives Assn.,** annual conference. Benjamin Franklin Hotel, Philadelphia. Speakers include Hickman Price Jr., assistant secretary, U.S. Dept. of Commerce.

April 26-28—Seventh Region Technical Conference, **Institute of Radio Engineers.** Hotel Westward Ho, Phoenix, Ariz.

April 26-29 — **Institute for Education by Radio-Television,** Deshler-Hilton Hotel, Columbus, Ohio. Speakers include John Burns, RCA president; Louis Hausman, director Television Information Office; Henry Loomis, director, Voice of America; and Clifton Fadiman, author, writer and radio-tv entertainer.

April 27—**Georgia Assn. of Broadcasters,** management conference. Dinkler Plaza Hotel, Atlanta.

April 28 — Nationwide **Conelrad** drill in which all radio and tv stations will participate.

April 28—**Arizona Broadcasters Assn.,** spring meeting. Wild Horse Ranch Resort, near Tucson.

April 28—**UPI Broadcasters of Massachusetts,** spring meeting. U. of Massachusetts, Amherst.

April 28—Deadline for entries in 15th annual achievement awards competition of the **Los Angeles Advertising Women Inc.** Open to women in 13 western states and western Canada. Entry blanks available from Los Angeles Advertising Women Inc., 4666 N. Forman Ave., North Hollywood, Calif.

April 28-29—**Tennessee AP Broadcasters,** radio news clinic. Nashville.

April 28-30—**Alpha Delta Sigma,** professional advertising fraternity, national convention. U. of Minnesota, Minneapolis-St. Paul.

April 29-30 — **UPI Broadcasters Assn.** of Texas, annual meeting. Baker Hotel, Dallas.

April 30—**UPI Broadcasters of Missouri,** annual meeting. Governor Hotel, Jefferson City.

April 30-May 3—**U. S. Chamber of Commerce** annual convention, Washington.

RAB SALES CLINICS

April 24—Raleigh, N. C.
April 25, 26—Richmond, Va.
April 27—Washington, D. C.
April 28—Philadelphia.
May 1—Portland, Me.
May 2,3—Boston.
May 4—Syracuse, N. Y.
May 5—Rochester, N. Y.
May 15—Harrisburg, Pa.; Kansas City.
May 16—Omaha, Neb.; Pittsburgh.
May 17—Cleveland; Des Moines, Iowa.
May 18—Minneapolis.
May 18,19—Detroit.
May 19,22—Chicago.
May 22—Denver.
May 23—Indianapolis.
May 23—Salt Lake City.
May 25—Columbus, Ohio.
May 25,26—Tulsa.

TvB Sales Clinics

May 2—Pittsburgh.
May 4—Washington, D. C.
May 9—Buffalo.
May 11—Boston.
May 16—Salt Lake City.
May 18—Portland, Ore.
May 23—San Francisco, Cincinnati.
May 25—Los Angeles, St. Louis.
May 30—Jacksonville, Fla.
June 1—Charlotte, N. C.
June 6—Minneapolis-St. Paul.
June 8—Chicago.
June 13—Omaha.
June 15—Oklahoma City.
June 20—San Antonio.
June 22—New Orleans.

MAY

May 1-31—National Radio Month.

May 1—Comments due in **FCC** rulemaking to revise program reporting forms in original, renewal and sale applications.

May 1—Comments due to **FCC** in space policy inquiry.

May 1—Comments due on **FCC** request for suggested "methods" of reserving one vhf channel in both Los Angeles and New York for educational tv.

May 1—Deadline for submissions of 100-200 word abstracts and 500-1000 word detailed summaries of papers for the 1961 **Western Electronic Show & Convention (WESCON).** Send to the attention of E. W. Herold, WESCON Northern California Office, 701 Welch Road, Palo Alto, Calif.

May 1 — **Chicago Area Agricultural Assn.,** 2nd annual farm marketing and advertising seminar. Pick-Congress Hotel, Chicago.

May 1-3—**Assn. of Canadian Advertisers.** Royal York Hotel, Toronto, Ont., Canada.

May 2-4—**Electronic Components Conference.** Jack Tarr Hotel, San Francisco.

May 3—**Station Representatives Assn.,** Silver Nail Timebuyer of the Year Award luncheon, Waldorf-Astoria Hotel, N. Y.

May 3-6—**American Public Relations Assn.** 17th annual convention. Hotel Shelburne, Atlantic City, N. J. The association's Philadelphia Forge will be host. The theme will be: "Analyzing Public Relations' Accomplishments Problems, Opportunities and Skills."

May 4—**American Tv Commercials Festival,** Hotel Roosevelt, New York City, all day.

May 4-5—CBS Television Network-CBS-TV Affiliates Assn., annual meeting. Waldorf-Astoria Hotel, New York City.

*May 4-6—**Western States Advertising Agencies Assn.,** annual conference. Speakers include James L. Wadsworth, former U. S. Ambassador to the United Nations. Shelter Island Inn. San Diego, Calif.

May 4-7—**American Women in Radio & Television,** national convention. Statler-Hilton Hotel, Washington, D. C. Keynote speaker: LeRoy Collins, president of NAB.

May 4-14—**Brand Names Week.**

May 5—11th annual **Radio-Television Conference & Banquet** sponsored by Radio-Television Guild of San Francisco State College. At San Francisco State College.

May 5-6—**U. of Wisconsin Journalism Institutes,** Wisconsin Center, Madison.

May 5-7—**National Assn. of FM Broadcasters,** Washington, D. C. Board of Directors meeting, May 5; annual business meeting, May 6; "FM Day," May 7.

May 6 — **Advertising Assn. of the West,** fifth district, conference. Huntington-Sheraton Hotel, Pasadena, Calif., 9:30 a.m. Theme of conference: "Practical Advertising."

May 7-10—**NAB** annual convention. Sheraton Park Hotel, Washington, D. C.

Unretouched time exposure shows Echo I communications satellite (long line) crossing heavens right to left. Shorter lines are stars "in motion."

from the reaches of space

Actual undersea photo of telephone cable off coast of Florida.

to the depths of the sea

*we use **all** of the arts of communication to serve you better*

Our job is providing communications of all kinds, wherever needed—whether in the northern snows to flash word of possible enemy missile attack, or in business, or in your home.

If we can't fill your needs off the shelf, then we'll start fresh and create the answer to your problem. We've done that hundreds of times.

We began transatlantic radio telephone service in 1927.

We developed the world's first undersea telephone cables to speed large numbers of calls between continents.

We recently handled the world's first telephone conversation *via satellite*. And we have started development of a world-wide communications system employing satellites.

When industry and government needed a way of gathering huge amounts of coded information from distant points, we were ready with our vast telephone network and Data-Phone, which transmits at extremely high speeds.

And so it goes—Long Distance service, Direct Distance Dialing, the Transistor, the Solar Battery—a succession of firsts in science and communication which goes back to the invention of the telephone itself.

Universal communications—the finest, most dependable anywhere—are what we deliver. Inside, for home or office or plant. Outside, on land, or under the sea, or through the air, or into space.

We invite inquiries.

BELL TELEPHONE SYSTEM

BROADCASTING PUBLICATIONS INC.
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VICE PRESIDENT ..... MAURY LONG
VICE PRESIDENT ..... EDWIN H. JAMES
SECRETARY ..... H. H. TASH
TREASURER ..... B. T. TAISHOFF
COMPTROLLER ..... IRVING C. MILLER
ASST. SEC.-TREAS. ..... LAWRENCE B. TAISHOFF

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D. C. Telephone Metropolitan 8-1022.

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

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OPEN MIKE ®

The Florida story

EDITOR: FLORIDA STUDY EXCELLENT. CONGRATULATIONS TO STAFF, PARTICULARLY FRANK BEATTY. PLEASE AIRMAIL 20 COPIES.—ARNOLD (DOC) SCHOEN, EXECUTIVE VICE PRESIDENT, WDBO-AM-FM-TV ORLANDO, FLA.

EDITOR: The story on "Sunny Florida" is most interesting and informative. I believe it gives a good factual idea about the whole Florida market and it seems that your painstaking research has borne fruit.—*Reinhold P. Wolff, Director, U. of Miami Bureau of Business & Economic Research.*

[Reprints of the Special Report on Florida are available at the following rates: single copies, 25 cents per reprint; in quantities of 100 or more, $15 per 100 or 15 cents per copy.]

Farm Bureau speaks

EDITOR: . . . The article "Tv prime target for pressure groups" (BROADCAST ADVERTISING, April 10) seems to suggest that we are one of several such groups you cite—some with grievances that are rather capricious.

Our problem has been that we have not been able to acquaint enough people with where we do stand, and to get a really fair hearing before the public in response to the very grave (and we say very false) charges broadcast to millions. . . .

In this role we do not regard ourselves as a pressure group any more than a group of defendants petitioning for a fair hearing to vindicate themselves of false and damaging accusations.

. . . We see this issue as crucial to the integrity of broadcasting and public confidence in television journalism. I should think it would be of the greatest interest and concern to every broadcaster in the industry, and to yourself as one of its leaders. . . .—*Charles B. Shuman, President, American Farm Bureau Federation, Chicago.*

[Mr. Shuman's letter was accompanied by a statement of several pages which said networks should distinguish between fictionalized dramatic programs presented for entertainment and tv documentaries which "get into the area of factual reporting on critical issues"; denied his group used pressure on "Harvest of Shame" sponsors, and denied contact with Edward R. Murrow, narrator. The statement also listed several instances of what it claimed were errors of fact and "gross distortions" in the program.]

An earlier first

EDITOR: An article (BROADCAST ADVERTISING, April 10) states that Mitch Miller introduced several "musical inventions," including the harpsichord as a jazz instrument. . . ." This statement is somewhat inaccurate. To the best of my knowledge, the first use made of the harpsichord in jazz was by Artie Shaw's famed Gramercy Five, which featured John Guarnieri on that classical instrument in 1940 and 1941 on such best-selling recordings as "Cross Your Heart."

Mr. Miller was most probably responsible for the use of a harpsichord played by Stan Freeman on Rosemary Clooney's recording of "Come on 'a My House," which made a noticeable popular splash in the early 1950s, some 10 years after the Shaw group.—*Frank Kahn, Syracuse U. graduate, television sequence, Syracuse, N. Y.*

Sea seed

EDITOR: I note the following phrase in your story headlined "Advertising's Image a Shiny One" in the April 17 issue: ". . . a tidal wave of criticism, some extreme and harsh, that sowed seeds of skepticism about the advertising business."

Could it be said that the sowed seeds grew to trees that the public couldn't see for the tidal wave?—*Theo Mandelstam, Copy Chief, Henry J. Kaufman & Assoc., Washington.*

Skillful handling

EDITOR: . . . I was pleased and flattered to be selected for profiling (OUR RESPECTS, April 10), but, beyond that, I'd like to say that you handled the story in a very skillful fashion. Its value to me and our agency is much appreciated. —*Ken Manuel, President, D. P. Brother & Co., Detroit.*

Fm in Sacramento

EDITOR: We certainly do appreciate your article on fm development (PERSPECTIVE '61, Feb. 20). Our only regret is that the Sacramento market, with eight stations on the air and one more coming soon, was not included in the summarized findings. Six of the stations are programmed separately and one, KEBR, operates noncommercially, supported by listener contributions. We would appreciate 10 reprints.—*Carl Auel, Program Director, KEBR (FM) Sacramento, Calif.*

End to caution

EDITOR: KMOX RADIO CURRENTLY AIRING EDITORIAL CAMPAIGN URGING INCREASED CONSUMER AND BUSINESS SPENDING AND END TO CAUTION IN MAJOR PURCHASES AS ANTI-RECESSION WEAPON. RESPONSE FROM BUSINESS COMMUNITY HAS BEEN ENTHUSIASTIC. SUGGEST THAT BROADCAST MEDIA TAKE THE LEAD IN LOCAL COMMUNITIES TO URGE END TO FEAR AND BEGINNING OF ENLIGHTENED OPTIMISM TO BRIGHTEN CURRENT ECONOMIC PICTURE.—ROBERT HYLAND, GENERAL MANAGER, KMOX ST. LOUIS.

The Peabody Award

PRESENTED
APRIL 18, 1961

For meritorious locally-produced Radio-TV programming

WOOD AM TV

A SUBSIDIARY OF TIME INC.

GRAND RAPIDS, MICHIGAN. WOOD-TV—NBC for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD-Radio—NBC. Represented by the Katz Agency.

There is nothing harder to stop than a trend

And the popularity vote on new shows is trending ABC's way*

Trendful, indeed, is the chart — considering: (1) the viewers have now had ample time to sample the season's new offerings on a consistent basis. (2) The viewing sample comes from where it counts most — the largest 3-network competitive market area measured by Nielsen.

And trendful, too, the standing of the top ten new shows.* ABC has five of 'em: *My Three Sons, The Flintstones, SurfSide 6, Naked City, Bugs Bunny.*

Inasmuch as the vitality of a network is most dramatically demonstrated by the vitality of the *new* shows, shouldn't you be trending along — with ABC?

ABC TELEVISION NETWORK

NETWORK	AVG. RATING ALL NEW SHOWS
ABC-TV	18.9
NET Y	17.7
NET Z	14.9

*Source: National Nielsen 50 Market TV Ratings, Average Audience, all new evening programs, 7:30-11PM, January-March, 1961.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
April 24, 1961 Vol. 60 No. 17

RUGGED LIFE ON THE NEW FRONTIER

Advertisers, agencies, media get the word from administration; networks, undaunted, plan to lengthen station-break time

The clouded but sinister-sounding role of the New Frontier in the advertising and broadcasting industries began to clear last week.

After three months of planning, hinting, muttering and chaos, the Washington regulatory picture was assuming fairly definite patterns—few of them encouraging.

First insights into the thinking of such agencies as the Federal Trade Commission, which polices advertising, and the Dept. of Commerce, which provides services to business, came out of the Assn. of National Advertisers convention in Washington.

Worst threat of the week centered around the long-fought option time practices of networks. At the weekend there was fear the FCC would break up the time-clinching method by which networks are assured of affiliates' hours (story page 58).

Behind this was what may develop into a vastly more powerful government weapon—increased power for chairmen of the FCC, FTC and other regulatory bodies. It became evident the White House will now press for quick legislation along this line (BROADCASTING, April 17).

While government policies appeared to promise a tougher life for broadcasting and advertising, these industries put the government on notice they are beefing up self-regulatory efforts in moves designed to improve the quality of programming and advertising.

On the other hand, these private industries gave notice they aren't intimidated by all the get-tough talk around Washington. The three tv networks made it rather clear they are going to increase station-break time from 30 to 40 seconds, a step first taken by ABC-TV (see story page 22 and BROADCASTING, April 17).

At this point an intramural feud developed between the networks and the advertiser-agency interests. Advertisers and agencies alike openly stated their opposition to longer station breaks. The ANA indicated it will "fight unto death" this "usurpation of time."

Here are the key points at which Kennedy administration policies were disclosed:

- Paul Rand Dixon, chairman of the Federal Trade Commission, bared his plans to put a quick stop to false advertising and his intention to apply injunction procedures. The forum was the ANA convention (story page 36). The impact was disturbing to advertisers and agencies.
- Hickman Price Jr., Assistant Secretary of Commerce, went the opposite way by rolling out the welcome carpet to ANA and business in general, pledg-

FTC's 'heavier, faster guns' fail to daunt ANA members

Three cheerful members of the Assn. of National Advertisers warmly congratulated Paul Rand Dixon (left), new chairman of the Federal Trade Commission, after he had told the association about the "heavier and faster guns" that FTC will aim at false advertising. (See ANA story page 28.)

Chatting with Mr. Dixon at ANA's Washington meeting are Roger Bolin, Westinghouse Electric Corp., chairman of the ANA board; Harry Schroeter, National Biscuit Co., ANA board member, and Peter Allport, ANA president.

The Dixon attack on some of advertising's practices led off a week that gave new insight into the way the new administration will deal with business. Some of this dealing, it appeared, may be at arm's length; some will be cooperative and cordial.

In extemporaneous remarks, Chairman Dixon said President Kennedy "spoke from the heart and knowledge when he said the next decade will decide the fate of the nation."

"We have a people's government." he added. "That means each individual has imposed on him individual responsibilities, six days a week and Sunday—unless we want a police state.

"I'll not tolerate quick-change artists. We in the government are trustees for you. However, if you don't want good government, you won't get it."

The chairman struck a welcome note with these words, "I don't know how anybody in America can sell a better mousetrap without advertising."

ing the New Frontier's undying devotion to business and the American system of private enterprise. He called recent newspaper stories about department hostility to business "unadulterated hogwash." (See page 28).

▪ The White House was poised to shoot legislative recommendations to Capitol Hill calling for grant of more power to chairmen of the FCC, FTC and other regulatory agencies (BROADCASTING, April 17). This fits into the get-tough philosophies of the new FCC and FTC chairmen.

▪ All this added up to stop-and-think fodder for those interested in government regulation of broadcasting, advertising and business in general, aside from the soothing Price comments.

The forward-looking efforts of the broadcasting industry were stated in a speech delivered to the American Assn. of Advertising Agencies by LeRoy Collins, NAB president, making his first appearance before an advertising group. (See page 31).

Gov. Collins promised the NAB codes would be stiffened, and their enforcement intensified. He called on agencies and their advertisers to help broadcasters improve their programming and the quality of commercials, repeating his demand for more blue-ribbon programs.

Similarly, a joint ANA-AAAA group reported at their respective Washington and White Sulphur Springs, W. Va., conventions, that the copy-cleanup campaign started last November is already bringing results.

Outside the regulatory field but of interest to broadcasters was the disclosure by Pierre Salinger, White House news secretary, that live broadcasting of news conferences is here to stay. This evoked minimum enthusiasm at the convention of the American Society of Newspaper Editors (see page 68).

40-second station breaks for Fall?

NETWORKS SEEM READY IN SPITE OF INCREASING CRITICISM

Despite the influential Assn. of National Advertising's support of mounting criticism from many leading advertising agencies, the three tv networks last week appeared committed to a policy of expanding station-break time next fall.

Nearly every major broadcast agency is opposed to the networks' plans for lengthening local station time periods. A substantial number has vigorously expressed objections—many on the record.

But with ABC-TV determined to implement its announced position, and both CBS-TV and NBC-TV obviously prepared to ride along for "competitive reasons," television advertisers hopefully already seek ways to adjust to the new policy.

Some officials point to a growing sentiment on the part of many agencies to seek reimbursement from the networks for portions of their sponsored programs they say will be "snipped" off to accommodate the expanded break time. Conceivably agencies may demand "rebates" from networks, an agency executive said.

Another approach was indicated by an ANA official during the association's spring meeting in Washington last week (see story, page 20). Though the growing dispute was not discussed openly during the ANA meeting, one official of the association said privately that consideration is being given to the possibility of placing the matter before the FCC and/or congressional committees dealing with commerce.

NAB said April 20 its Tv Code allows a maximum of 70 seconds for station breaks between programs in prime time. E. K. Hartenbower, KCMO-TV Kansas City, chairman of the NAB Tv Code Review Board, said the provision has been in the code since June 15, 1960.

"The time standards section states that station breaks between programs 'shall consist of not more than two announcements plus the conventional sponsored 10-second ID,' " Mr. Hartenbower said. In addition, there is a 70-second total limitation applicable to station breaks falling within the station's highest rate period."

Mr. Hartenbower called it "an extremely difficult and delicate area of self-regulation" and that the entire time-standards section has been undergoing re-evaluation for several months.

The controversy between networks and advertisers and their agencies started to take shape 11 days ago when Young & Rubicam publicly protested ABC-TV's announced plan to expand 30-second station breaks in prime time to 40-seconds next fall and disclosure of CBS-TV's position that would lengthen its breaks from 30 to 42 seconds, and from 60 to 72 seconds at the end of hour-long participating programs, if other networks adopt similar moves (BROADCASTING, April 17). NBC-TV had not announced an official policy by the end of last week, but a spokesman said the network plans to adopt action that will "keep us competitive and serve the best interests of our affiliates."

Affiliates' Position ▪ ABC-TV, which precipitated the move toward expanded station breaks, appeared to have been under strong "pressure" from affiliates to adopt such a policy. This was indicated clearly in a telegram sent to the ANA by the ABC-TV Affiliates Assn., which was replying to an earlier wire from ANA asking affiliates and ABC-TV to "reconsider" the move.

The telegram, signed by Howard W. Maschmeier, chairman, board of governors, ABC-TV Affiliates Assn., stated at the outset that the affiliates group "heartily endorses the action of ABC Television Network and its plan to grant 40-second local station breaks between nighttime network programs with the start of the 1961-62 season." The wire observed meaningfully:

"The matter of 40-second station breaks for local usage has been under careful, analytical and continuing study by the board of governors and the association for a number of years. Representing ABC-TV affiliates' sentiment throughout America, the board has found this business matter to be the number one continuing item of affiliate interest, and has therefore in its meetings with network officials so acted accordingly.

"The board of governors specifically notes that the plan for 40-second local station breaks nighttime is for the purpose of not more than two commercial announcements, and believes that, as such, this represents no numerical change in present station practice. Additionally the board feels this concept to be within both letter and spirit of the NAB TV Code."

The board disagreed with charges that the lengthened station breaks would lead to "possible overcommercialization." It claimed that the in-

Will it ever stop?

Young & Rubicam, New York, which was the first agency to criticize sharply network plans to expand local tv station break time, last week offered this brief historical footnote: in 1948 station breaks were 15 seconds long if recorded (five seconds if live). In 1951 station breaks were expanded to 20 seconds. In 1956 they were lengthened again to 30 seconds. A Y&R official said: "Now the networks want 40 seconds. Do you think it will ever stop?"

crease in station break time would add "exactly one-half of 1 percent" of station commercial time.

A sampling of agency opinion follows:

Lee M. Rich, senior vice president in charge of media and programming for Benton & Bowles, New York, sent letters to ABC-TV, CBS-TV and NBC-TV expressing opposition to longer station breaks, claiming that increasing commercial time or the number of commercials in this period reduces the effectiveness of the commercials in this time span. In a separate note to NBC-TV, Mr. Rich noted that this network was the only one which had not announced plans to expand station break time, and added pointedly:

"We firmly believe that we must, in all good conscience, place greater value on spots which we purchase for our clients within a 30-second commercial announcement than a 40-second commercial segment and certainly within a 70-second commercial segment. In other words, an affiliate using the conventional 30-second station break should receive preference (everything else being approximately equal). Along this same line, we must give some preference to a network which carries less commercial time than another network."

John B. Simpson, vice president and national director of Foote, Cone & Belding, New York, stated that "such a move will detract from the values currently enjoyed by nighttime network advertising." He added that the advantages that are "inherent in nighttime network television—its ability to identify brand commercials with high quality programming and the protection that it affords againt over-commercialization—will be seriously impaired by an increase in local station break time." The message was sent to ABC-TV, CBS-TV, NBC-TV and the NAB.

Edwin Cox, chairman of the executive committee of Kenyon & Eckhardt, New York, sent telegrams to the three tv networks and to NAB President LeRoy Collins objecting to the projected proposals. He asserted:

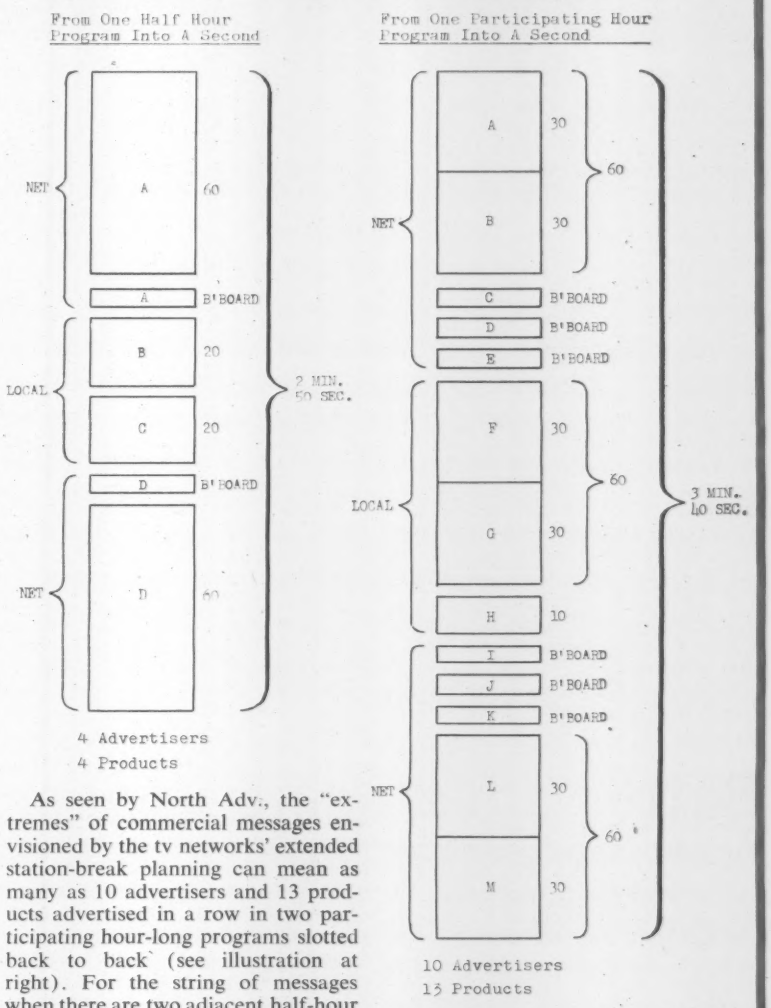
"Providing time for additional advertising in an hourly schedule already crowded with advertising claims can only, in our opinion, dilute the effectiveness of each advertisement in the time period. This, too, at the expense of the advertiser paying full program costs."

More Spotting ▪ Jack L. Van Volkenburg, president of M-E Productions, radio-tv division of McCann-Erickson, New York, sent a letter to ABC-TV protesting the move and cited an earlier letter to the network voicing a similar objection. Mr. Van Volkenburg wrote that ABC-TV's action "will only lead to increased triple-spotting on stations, which will, in turn, greatly decrease the value of the network advertisers' commercial announcements." He added that if this extra time is sold, "ABC-TV should willingly expect to be billed by its advertisers in proportioned amount of the time deducted from its regular nighttime sponsored programs."

Emil Mogul, president of Mogul Williams & Saylor, New York, referred to ABC-TV's proposal to lengthen station breaks to 40 seconds in a talk he delivered last Wednesday (April 19) at Fordham U.'s Student Marketing Conference in New York. He prefaced his remarks by citing what he called the "abuses" of television—"triple- and quadruple-spotting, over-commercialization, unethical rate manipulations—and said that unless they are corrected, pay tv is "inevitable."

"It's hard to be hopeful, however," Mr. Mogul continued," when one network shows its utter disregard for the public, and advertisers as well, by increasing its station break commercial

13 product ads in a row? It could happen



As seen by North Adv., the "extremes" of commercial messages envisioned by the tv networks' extended station-break planning can mean as many as 10 advertisers and 13 products advertised in a row in two participating hour-long programs slotted back to back (see illustration at right). For the string of messages when there are two adjacent half-hour shows, the total could come to 4 advertisers and 4 products (see illustration above). In the chart—prepared by North Adv. in New York—each letter represents a product. Its author assumed in the extreme example cited that an advertiser would break his minute into two 30s, one for each of his products. The billboards are shown as being 5-second duration, though conceivably they could be increased to as much as 10-seconds, increasing the total time elapsed in the example at right from 3 minutes 40 seconds to 4 minutes 10 seconds. Total time in the half-hour example is 2 minutes 50 seconds.

time to 40 seconds. As if the public's confidence in broadcasting hasn't been shaken enough, this abuse of network power constitutes a flagrant disregard of the best interests of the industry at large. In a time of near-crisis, increasing commercial time in a station break is like thumbing a corporate nose at the government, the critics, the advertisers —and above all, the put-upon public whose ultimate recourse to this assault on its patience will be a grateful acceptance of pay television."

Alfred L. Hollender, executive vice president of Grey Adv., stated: "I firmly support Young & Rubicam's position. Increasing the station break time represents a step backward and is definitely not what the industry is working for —better television."

James G. Cominos, vice president in charge of tv-radio programming, Needham, Louis & Brorby, Chicago, said, "we are completely opposed to any plan by the networks to expand station break time for all the obvious reasons that make such a policy totally unadvisable. Furthermore, adding insult to injury, there is no mention in ABC-TV's announcement that the cost of its network facilities and programs will be reduced proportionately to the time to be deducted."

Brother's Advice ▪ Richard F. Reynolds, vice president in charge of tv-radio for D. P. Brother & Co., Chicago, stated "there is definite danger here of increased commercialization of the medium and consequent detracting from the impact sought by those purchasing network shows."

Nathan Pinsof, media director of Edward H. Weiss & Co., Chicago, expressed disappointment "in this turn of events" because he feels television "is commercial enough now and would become more commercial" if the policy goes into effect. Both spot and program advertisers would have their impact further diluted, Mr. Pinsof said.

Anthony C. Depierro, vice president in charge of Media, Geyer, Morey, Madden & Ballard, said lengthening of station-break commercial time "can only tend to make tv less appealing to viewers and advertisers. . ." He added that "multiple spotting increases public demand for governmental restrictions and enhances the prospects of pay tv."

A spokesman at Campbell-Ewald, Detroit, said the agency is "displeased" with the trends that are taking place. He indicated that the whole area of commercials has been "overworked" without "adding more."

Thomas A. Wright Jr., vice president in charge of media, Leo Burnett Co., Chicago, said, "We feel the move is bad for the industry. Not only will program commercials be adversely affected, but stations will have additional opportunity and incentive to 'triple-spot' by substituting two 10's for one of the chainbreaks. We feel the viewing people are certain to resent the number of commercials represented in opening and closing commercials, opening and closing billboards, plus two chainbreaks and/or ID's plus network program promos. Years of experience have clearly demonstrated that the 30-second commercial length has never been a popular one. Further, the stations are not likely to take 20 seconds to identify themselves.

"These plans, unless carefully policed, are an open invitation to affiliates to further dissipate the effectiveness of network programming by triple-spotting or quadruple-spotting in the breaks."

Buckington W. Gunn, vice president and director of tv-radio for Clinton E. Frank, Chicago, said the ABC-TV move "could start a disastrous trend in the broadcasting business." He voiced the belief that the public would not stand for the "over-commercialization" that would result from the extra spots.

Some agency officials questioned sharply that ABC-TV had given them prior notice of its intention. Some said they were "unaware" of ABC-TV's policy and indicated that perhaps the network had included its plan "with a lot of other verbiage."

Better advertising image: AAAA goal

TV AND RADIO BEAR BRUNT OF CRITICISMS TURNED UP IN SURVEY

A nine-point public relations program to improve opinion-leaders' opinions of advertising was unveiled by the American Assn. of Advertising Agencies last week.

"Television advertising and to a lesser extent radio advertising bore the brunt" of criticisms turned up in a four-month study which prompted AAAA to launch the campaign, officials reported.

Discussion of the program dominated Thursday's opening session of the 4A's annual meeting at White Sulphur Springs, W. Va. Other highlights of the three-day meeting, which attracted some 700 AAAA members and guests from advertiser and media organizations, included an address by NAB president LeRoy Collins (see page 31) and other talks keyed to the meeting's theme of "Growth Through Advertising."

Preliminary work on the public relations campaign already has started, but its details were spelled out for the first time in Thursday's closed session.

These include a depth study to be made to find out why opinion-leaders are critical of advertising; a new AAAA publication *Advertising Today*, which is beginning in September will carry "thoughtful and thought-provoking" articles on advertising to a mailing list of 25,000 opinion trend-leaders six times a year; a pilot seminar on advertising to be conducted at a major university; an expanded program of speech-making by advertising agency executives before non-advertising groups; closer contact between AAAA and influential publications; cooperation with advertising textbook authors; the supplying of more reference materials to libraries; efforts to broaden awareness and understanding of the AAAA copy code and the Interchange advertising improvement project conducted jointly by AAAA and the Assn. of National Advertisers, and more "organized, positive publicity" on behalf of advertising.

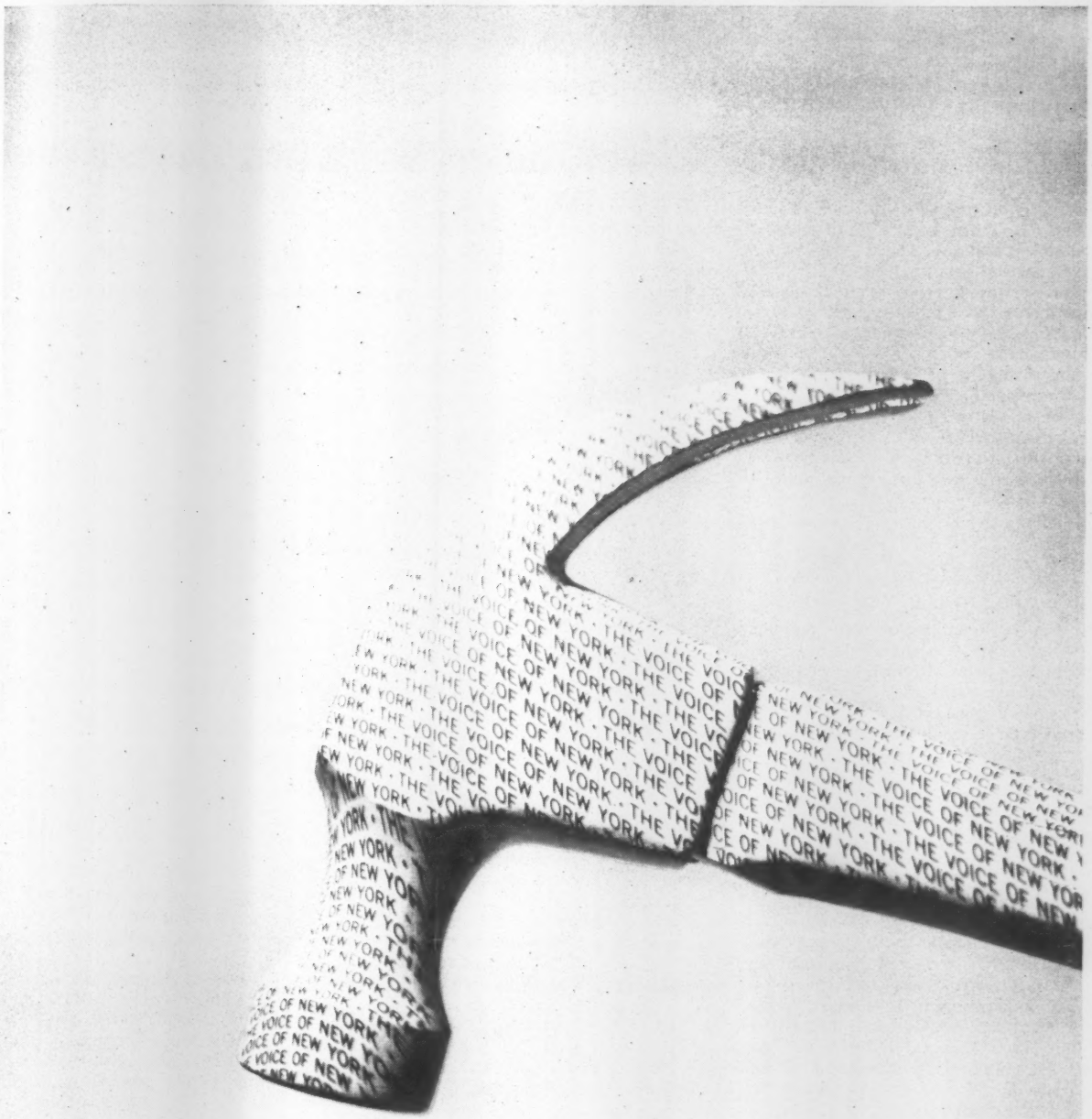
In addition, AAAA members were urged to pass along any ideas they might have to advance the program.

Public Included ▪ Officials hoped some of the program's results would rub off on the public, but said it would be aimed primarily at opinion leaders, where the heaviest criticisms of advertising seem to be concentrated. Although the announcement didn't say so, some of the high-ranking members of the Kennedy administration, who have been outspokenly anti-advertising, presumably were among the "opinion leaders" where missionary work was deemed especially urgent.

John G. Mapes, chairman of the executive committee of Hill & Knowlton, public relations firm which conducted the advertising attitudes study for AAAA and will help execute the new program, said the study showed that at present the general public is not predominantly critical of advertising.

Although further details were not made public, at least to this extent the findings seemed to jibe with results of a special study made for BROADCASTING by The Pulse Inc. earlier this month. The BROADCASTING-Pulse study showed that among the general public advertising has a favorable public image and is almost universally considered an important business (BROADCASTING, April 17).

Men and women in a position to mold public opinion were found by the AAAA study to be more critical, however. It also was found that "there is no important lack of appreciation of



wmca 570 kc

Nail down more homes, more listeners and more adult listeners in the New York Metropolitan Area with Joe O'Brien on early morning wmca...the biggest Voice of New York.*

*No. 1 Station NSI Jan-Feb 1961 Mon-Fri, 6-9 am Avg.

wmca THE VOICE OF NEW YORK
wbny THE VOICE OF BUFFALO
rpi THE VOICE OF NEWS
the straus broadcasting group

the economic role of advertising, but there is a deep-seated, emotional distrust of the ethics, believability and taste of advertising." To overcome this distrust "every scrap of evidence that can be gathered will be used," AAAA asserted.

The association concluded that advertising itself should not be used in the campaign at this time, for two reasons. First, it might "excite the general public" much more than it is excited now; second, another advertising program on top of several already being conducted in the industry's behalf might "confuse the public" and also "wear out advertising's welcome with the cooperating media."

Campaign Goals ▪ Principal objectives in the public relations campaign will be to convince opinion leaders that "the great majority of advertising is ethical, credible, in good taste and morally sound"; that advertising is "a responsible industry"; that it has specific programs under way to improve itself and "discourage transgressions," and that "advertising aids the buyers' free choice."

Although public relations stood out as the principal policy problem for the AAAA membership's attention last week, memories of another big one from a few years ago—the wrangle then in progress with advertisers challenging the media commission system of agency compensation—were evoked at another closed session on Thursday.

This occurred when James W. Young of J. Walter Thompson Co., one of the most respected figures in the agency business and closely identified with the evolution of the media commission system, addressed a private meeting on "the history and theory of media allowing commissions to advertising agencies." Mr. Young spoke at a session for agencies that bill $40 million or more per year.

Cox elected new chairman of AAAA

Edwin Cox, chairman of the executive committee of Kenyon & Eckhardt, New York, was elected chairman of the American Assn. of Advertising Agencies Thursday as AAAA opened its annual meeting at The Greenbrier, White Sulphur Springs, W. Va.

He succeeds Harry Harding, executive vice president of Young & Rubicam, New York, for a one-year term.

Marion Harper Jr., chairman of Interpublic Inc., New York, and William A. Marsteller, chairman of Marsteller, Rickard, Gebhardt & Reed, Chicago, were named vice-chairman and secretary-treasurer, respectively.

With Frederic R. Gamble, whose term as AAAA president continues to 1962, the new officers and three other directors were named to constitute the operations committee, which meets monthly to conduct the association's affairs when the full board is not in session. The other director-members are Robert E. Allen, Fuller & Smith & Ross, New York; John M. McDonald, Buchen Adv., Chicago, and Rolland W. Taylor, Foote, Cone & Belding, New York.

Three directors-at-large were elected: Clinton E. Frank, Clinton E. Frank Inc., Chicago; Raymond O. Mithun, Campbell-Mithun, Minneapolis, and David B. Williams, Erwin Wasey, Ruthrauff & Ryan, New York.

The following were named to represent the four AAAA regions on the board:

Eastern—Barton A. Cummings, Compton Adv., New York; Joseph R. Wallace, Harold Cabot & Co., Boston, and C. M. Buchanan, Vansant, Dugdale & Co., Baltimore.

East Central—C. M. Robertson Jr., Ralph H. Jones Co., Cincinnati.

Central—Paul C. Harper Jr., Needham, Louis & Brorby, and George Bolas, Tatham-Laird, both Chicago.

Western—Jack W. Smock, Young & Rubicam, Los Angeles.

Mr. Cox Mr. Harper Mr. Marsteller Mr. Gamble

In the same group meeting—one of four held for agencies, according to size—AAAA president Frederic R. Gamble raised the question of whether, for the sake of agency people and as a matter of good public relations—agencies and clients shouldn't give each other longer notice when one decides to stop doing business with the other.

The over-$40-million group, with Marion Harper Jr. of Interpublic Inc. presiding, also heard John F. White, president of the National Educational Television & Radio Center, New York, report on "the fourth network—something of value to you."

In other highlights, members and guests at the three-day meeting heard:

▪ Arno H. Johnson, vice president and senior economist of J. Walter Thompson, predict that total advertising volume may need to be virtually doubled in the next ten years—from a projected $13 billion this year to about $25 billion in 1971—to support the $800 billion level of production anticipated for a decade from now.

Mr. Johnson also saw signs of a turnaround in the current national economy, saying business "could recover vigorously after the second quarter of 1961." But he warned that recovery and future growth will depend importantly on the extent to which consumers are encouraged to "strive for an upgraded standard of living."

▪ L. E. Purvis, president of Gallup & Robinson, tell how Pittsburgh Plate Glass Co. more than doubled the remembrance score of a commercial for Sun-Proof paint by simplifying the commercial and casting it in every-day terms. Mr. Purvis, who spoke on "increasing the effectiveness of advertisement," also used a Carnation Co. commercial experiment to show how a television advertising message's impact may vary, sometimes widely, according to the program in which it is presented.

▪ Harry Harding of Young & Rubicam, retiring chairman of AAAA, stress the role played by advertising in the growth of the nation—and at the same time answer some of the chief criticisms commonly leveled against advertising. The critics, he said, are not reacting against "false advertising" so much as against "poor advertising." "Citing a bad advertisement as proof that advertising is bad," he said, "is not unlike indicting water because it drowns people." He called for poor advertising to be improved, false advertising to be rooted out.

A tax on advertising is frequently proposed, he said, but in effect it would be a tax on the economy. "Hurt advertising and you hurt buying," he declared. "And anything that hurts sales is felt first on the payrolls and then on the taxrolls."

▪ William Bernbach of Doyle Dane

'DIAL M' MURDERS COMPETITIO

KOGO-TV's Seven Arts premiere proves lethal to competitive shows in San Diego prime time

ARB rates KOGO's "Films of the 50's" audience share above all other shows combined

AVERAGE (2-HOUR PERIOD)	RATING	SHARE
KOGO ("Premiere Movietime" telecasting Alfred Hitchcock's "Dial M for Murder")	26.0	50.9
Station A	9.5	18.6
Station B	12.0	23.5
Other	3.5	6.9

Jay Grill
Vice President, KOGO-TV
San Diego, Calif.

Says Jay Grill, "'Dial M's' high ratings made happy music but the big Cash Register Crescendo is audience response direct to the sponsors! Our first Seven Arts feature film ran in prime time Friday night.

By Saturday noon:

"Special spring plants offered by Nursery Land cleaned out!

"101 Dalmatian puppies offered by Dairy Mart Farms all happily licking listeners' faces in 101 of KOGO's TV homes!

"889 metal refuse containers featured on San Diego Glass & Paints commercial sold at retail!

"Viewer response like this bodes well indeed for exciting results from our whole package of Warner's 'Films of the 50's'."

Warner's Films of the 50's... Money makers of the 60's

SEVEN ARTS ASSOCIATED CORP.

NEW YORK: 270 Park Avenue	YUkon 6-1717
CHICAGO: 8922-D La Crosse, Skokie, Ill.	OR 4-5105
DALLAS: 5641 Charlestown Drive	ADams 9-2855
BEVERLY HILLS: 232 South Reeves Drive	GRanite 6-1564

For list of TV stations programming Warner's Films of the 50's see Page One SRDS (Spot TV Rates and Data)

Bernbach, New York, stress creativity as "advertising's greatest tool." He warned that "people don't count the number of ads you run—they just remember the impression you made on them."

▪ Dr. Samuel Stevens of Stevens, Thurow & Assoc., Chicago, said that manpower is the No. 1 problem currently facing agencies; that advertising will need 15,000 new people a year "for many years," and that agencies had better start planning recruitment and training programs more carefully and perhaps put less emphasis on pirating personnel from each other.

Three showings of a collection of outstanding television commercials were presented during the convention.

The annual dinner was held Friday night with a "Roaring Twenties Revue" presented by ABC highlighting the hour-long network program of that name.

Big stick, or none, for advertising?

FTC'S DIXON PROMISES FAST ACTION, PRICE PLEDGES FRIENDSHIP

Two divergent pictures of the government's attitude toward advertising and business were given the Assn. of National Advertisers at its April 17-19 meeting in Washington.

Paul Rand Dixon, new chairman of the Federal Trade Commission, hit ANA with a big-stick approach by promising ultra-swift action on complaints plus an injunction routine to halt obviously false advertising. "I'll not tolerate quick-change artists," he said. (See Dixon story page 36).

But Hickman Price Jr., Assistant Secretary of Commerce, took a friendly approach to advertising and business by promising that "the assault on our free enterprise way of life, predicted by some, is not going to materialize."

Mr. Price dramatized the business background of the four key assistants to Secretary of Commerce Luther H. Hodges by explaining their combined salaries last year in private business totaled nearly $800,000. His background is with Mercedes Benz.

Printed stories that Secretary Hodges is antagonistic to business are "unadulterated hogwash," he said, adding that a recent story in a leading New York financial journal indicating department hostility was based on misinformation.

"Events in the recent past," Mr. Price said, "have forcibly brought to the attention of government and the public a number of abuses of questionable practices in advertising, abuses involving rigged tv shows, false or exaggerated claims, price-rigging, and so on. Many of these have already been corrected by self-policing in the advertising community.

"You are sensitive to the far-reaching injury advertising can suffer at the hands of a few—a very few—irresponsible advertisers, their agencies, or the media they use."

Self Discipline ▪ A joint committee set up as a voluntary self-disciplinary agency has produced effective results though only six months old, the ANA was told. Similarly the American Assn. of Advertising Agencies heard a review of the work by the committee, which consists of 20 members representing the two associations.

Work of the joint group was explained to the ANA by David F. Beard, general director of advertising, Reynolds Metals Co., a committee member, and to the AAAA by Edward Gerbic, advertising manager of Heublein Co., who is joint committee co-chairman.

The committee has processed 14 cases since its formation, with another six cases pending. Bad taste and misleading advertising dominate the complaints, it was explained, with action taken when a majority of the committee feels the complaint is serious and likely to be harmful in terms of its probable effect on advertising as a whole.

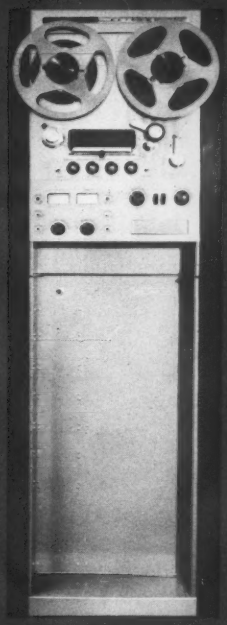
Complaints of bad taste have covered a range from immodest illustrations to suggestive copy or copy of low moral tone, according to a review of the AAAA's own review committee. Several complaints dealt with use of patriotic or religious symbols felt to be in poor taste. Several types of disparagement of competition were reviewed.

Work of the joint committee, into which the AAAA's own committee has been incorporated, was described as corrective rather than punitive. It was described as "highly effective," with proper corrective action taken in practically all cases.

The Street Where You Live ▪ Robert T. Colwell, vice president of J. Walter Thompson Co. and a joint committee member, was quoted as saying the very existence of the committee influences advertising content for the better. "The policeman on the corner does not have to make many arrests to be a deterrent to wrong doing," he reported to the joint group, adding, "Perhaps the simile is too strong since the committee does not have 'police powers.' A more accurate simile would be to say that people are better-behaved on a well-lighted street."

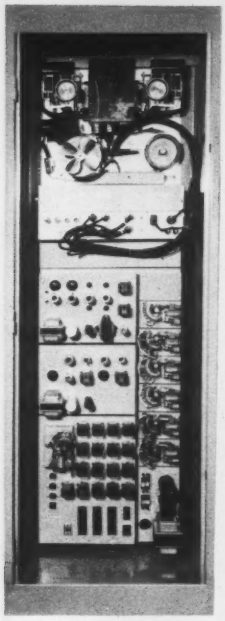
The predecessor AAAA committee had processed 103 advertisements or commercials. In only two cases was the committee unanimously agreed that bad taste existed, with both involving

Agency and media delegates headed toward the AAAA convention in White Sulphur Springs, W. Va., joined with the ANA in Washington last week as both advertising industry groups held spring conventions. Left to right: Al Lehman, president, Advertising Research Foundation; Hugh Beville, vice president of planning and research, NBC; Robert Llewellyn, American Bakeries (in background); R. W. Testement, Grove Labs.; Francis X. Brady, Cohen & Aleshire. Delegates were given close look at the New Frontier.



SCHAFER SPOTTER S200A

Dial one spot, or the entire day's log (hundreds of spots may be set up in advance in a matter of minutes). Press one control and automatically air the correct spot, record, or other program material. Now, take this principle one step further. Integrate the S 200A with a Schafer Broadcast Automation system, and the complete day's programming can be dialed and cued in any desired sequence; and aired by pressing one button, *once!* Last second changes of programming or copy present absolutely no problem. The versatility of this unit offers unlimited programming possibilities and makes *complete automation* of any program format a reality. Each new user discovers exciting new applications for the Schafer Spotter.



THE SCHAFER SPOTTER S 200A, fully automatic spot locator, handles and will locate 200 availabilities on its tape in the average time of less than 45 seconds (maximum of 90 seconds). It is available in any one of three modes of operation: 1. as a *semi-automatic* system, the announcer dials each commercial in turn off the program log. The Schafer Spotter locates the spot and cues to it, allowing the announcer to place it on the air by simply pressing the switch. 2. As an *automatic system*, the entire day's program log is dialed into the Spotter's memory unit and aired by pressing the switch at the desired times. The unit automatically picks the next commercial, and cues to it ready for airing. 3. The *fully automated system* consists of the Schafer Spotter as a plug-in accessory to a Schafer Broadcast Automation System. This combination offers completely automated programming. The unit may be used to cue commercials, station breaks, weather reports, promos., jingles, newscasts, program themes, and even completely prerecorded musical selections or programs in any desired sequence. The S 200A is a straightforward design, incorporating the standard Ampex 354 Tape Recorder-Playback, the necessary automation electronics, and a remote control box. Maintenance is greatly simplified by incorporating each basic circuit in its own quickly replaceable plug-in module. Record and playback unit are completely controlled through the remote control box, which may be placed conveniently in any location desired by the operator. One spotter can be controlled from any number of locations by adding additional remote control boxes. A continuous digital display indicates the spot to which the unit is cued, or is playing. The problems common to acetate recordings are a thing of the past, including constantly increasing noise level, inherent in the use of acetate. The S 200A operates with the new Minnesota Mining and Manufacturing "sandwich tape," made for computer use, with a life expectancy ten times that of standard tape. The Schafer spotter can help any station maintain consistently high quality audio reproduction...easing busy spot schedules so that "panic periods" are a thing of the past. It leaves the announcer free to devote more time to on-the-air production...eliminates "announcer fatigue." A better sound and easier, more efficient station operation are assured with the Schafer Spotter S 200A, whether it is used in semi-automatic, automatic or fully automated operation.

THE schafer SPOTTER S200A

SCHAFER CUSTOM ENGINEERING DIVISION OF TEXTRON ELECTRONICS, INC., 235 South 3rd St., Burbank, California. Dir. Dial: 213—TH 5-3561 FAX: RLJ

Collins to advertisers: quality is joint responsibility

Agencies and advertisers have been put on notice they must share the responsibility of raising broadcast program and advertising standards.

LeRoy Collins, NAB president, bluntly told the American Assn. of Advertising Agencies, whose members "who use broadcasting as an advertising medium and profit greatly thereby," that the initial responsibility for radio-tv advertising "rests with the advertiser and his agency."

In an April 22, address to the AAAA at its White Sulphur Springs, W. Va., convention, Gov. Collins went further by calling on agencies and advertisers to devote a larger share of their budgets to sponsorship of high-quality programs.

Gov. Collins, who last February started a move to expand blue-ribbon programming by broadcasters (BROADCASTING, Feb. 13), made it plain that NAB is going to stiffen its codes of ethics He said the only way to insure the effectiveness of broadcasting is through "continued improvement of the quality of what is heard and seen by."

Considerable progress in quality has been made separately by broadcasters and advertisers, acting on their own, he said, adding that it's time for joint action. He lauded AAAA and the Assn. of National Advertisers for the "splendid beginnings" made in quality through a joint copy interchange program.

NAB's code progress, he said, is only a beginning. "We can, and will, do much more," he said. "I consider code development and enforcement my major responsibility and in the months ahead, as we reshape the structure of NAB to meet its new responsibilities, we will be using the codes with much greater effect."

The radio and tv codes, he explained "will be the instruments through which broadcasters will maintain an ever-closer surveillance over their own house. They will be our primary means for insuring to the American people the integrity of this medium over which we have been given stewardship."

Gov. Collins urged agencies to encourage copy-writers "to counsel with our code staff members in advance and to take potential problems to them for mutual exploration before costly dies are cast."

He made two key appeals:

▪ "I urge that you not seek to place any copy that has been rejected by the code authorities.

▪ "I urge you to recommend the placement of your advertisements with stations subscribing to the codes."

He invited AAAA members to offer "more effective participation" in the effort to bring higher quality programming by insisting their programs fully meet code standards. "There may be some media in which the advertiser can feel secure in consumer judgement based upon his commercial message standing alone rather than in association with the noncommercial content of the medium in which it is placed," Gov. Collins said. "But in broadcasting, because of the intimacy of its impact and the totality of its attraction, this is unrealistic. I plead for your help in getting advertisers to undertake the sponsorship of more high-quality programming, regardless of the category of the program."

Referring to the nation's cultural problems, he said, "As the mass-communication medium we have a massive responsibility to reach for higher and higher goals." In the United States broadcast programming must remain free and competitive. This places the full responsibility on the private sector of our economy to support 'blue-ribbon programming.' These are programs of great merit, of cultural distinction, of important informational content, of high dramatic quality. The broadcaster as the public licensee is the natural target for most of the criticism and bears the ultimate responsibility to the people.

"But those who use broadcasting as an advertising medium, and profit greatly thereby, should share more of this responsibility. Many outstanding advertisers now sponsor programs of very high calibre, and they have done so to the credit not only of themselves, but of broadcasting and the advertising profession."

Gov. Collins also observed:

▪ "Too often broadcasters have been left with such programs to carry at their own expense.

▪ "I feel it is realistic to suggest that some advertisers not currently in television consider such sponsorship, and that some television advertisers consider devoting a larger share of their budget to higher-quality program sponsorship."

nudity in industrial trade magazines not generally seen by the public. Of the remaining 101 cases, 71 involved bad taste and the other 30 dealt with misleading advertising.

Members of the joint committee are co-chairman Gerbic; Robert E. Allen, Fuller & Smith & Ross, co-chairman; Beatrice Adams, Gardner Adv. Co.; Charles F. Adams, MacManus, John & Adams; David F. Bascom, Guild, Bascom & Bonfigli; James F. Burke, Johnson & Johnson; Ralston Coffin, RCA; Mr. Colwell; Robert L. Foreman, BBDO; H. F. Griswold, Dole Corp.; Earle Hodgson, Aubrey, Finlay, Marley & Hodgson; Edward E. Rothman, Ford Motor Co.; Douglas L. Smith, S. C. Johnson & Son; Samuel Thurm, Lever Bros.; William D. Tyler, Benton & Bowles; Ben H. Wells, Seven-Up; David B. Williams, Erwin Wasey, Ruthrauff & Ryan; Peter W. Allport, president of ANA, and Frederick Gamble, president of AAAA, ex-officio; Rick Scheidker, AAAA, secretary.

The Pile-Driver ▪ Marya Mannes, author-critic, satirized broadcast and print commercials in an address to the ANA convention, contending tv especially is "pitching too low and treating us like the mentally retarded." She added, "With a few notable exceptions, your tv advertising underrates your audience. Too often you use the pile-driver instead of the nudge. You are notably short on humor. And your visual techniques of presentation are still way behind the sophistication which the public has come to expect in everything from LP covers to office buildings to packaging in general." She declared that "to use children to sell products is a form of prostitution."

Charles R. Standen, vice president of

Tatham-Laird, jolted ANA delegates out of any laissez faire thoughts they might entertain by saying it is commonplace for major companies to have 50% or more of current sales come from products new in the last decade. He credited the figure to Booz, Allen & Hamilton, adding, "In the next three years about 75% of the nation's growth in sales volume can be expected to come from new products, including new brands.

Edwin W. Ebel, vice president-advertising services, General Foods Corp., appealed to ANA as chairman of the Advertising Council's radio-tv committee for cooperation in council campaigns by both media and advertisers. He said that in the case of tv networks the placement of council promotional spots is controlled by the networks in about half of the cases due to "the multi-sponsored show, the multi-multi-sponsored show, the participating program, the alternate sponsor and the alternate-alternate sponsor."

Mr. Ebel said he was fascinated the way the phrase "prime time" has become a household word in a short time "Everybody knows what prime time is, with the possible exception of some broadcasters and some advertisers," he said.

Advertisers don't shun public affairs

BUT THEY SPONSOR FOR COMPANY IMAGE, NOT TO APPEASE GOVERNMENT

National advertisers and agencies are showing increased interest in public affairs broadcasts.

Two out of every five national advertisers and their agencies (39%) are currently placing public affairs broadcasts or have done so in recent years, according to a survey conducted by BROADCASTING during the spring meeting of the Assn. of National Advertisers held April 17-19 in Washington.

But only one out of three (35%) would pay any heed to recent government efforts to influence broadcasters toward carrying more public affairs programs, the survey showed.

Many of those interviewed were heated in their comments about such government pressures although many preferred not to be quoted. The desire to perform the role of good citizen was mentioned frequently but it was emphasized that advertising campaigns must fit into company objectives.

The tabulation showed a shade over half of those interviewed said flatly their media buying decisions would not be affected by any Washington attitudes or suggestions.

On the other hand a substantial majority said they cooperate with the Advertising Council in promoting public service causes originating in government agencies. They felt this type of public service contribution was entirely unselfish and made available vast audiences to federal messages.

Broad Interpretation ▪ A number of the 41 delegates interviewed, roughly a 10% random sample, felt the term "public affairs" should be interpreted broadly to include news programs, weather and even scholastic (but not professional) sports.

Some pointed out that public affairs programs are helpful in building a corporate image but not as effective in promoting the sale of individual items.

The BROADCASTING survey was not designed to reflect a scientific evaluation of advertiser and agency views but rather to sound out opinion on the subject of public affairs programming at a tense moment in history.

Tabulation of the two basic questions asked follows:

"The government is pressuring broadcasters to carry more public affairs programs.

"1. Have you sponsored public affairs in the past or do you sponsor them now?"

Yes 16; No 25.

"2. Will government pressure induce you to buy more public affairs programs?"

Yes 8; No 15.

Here are excerpts from comments of interviewees (a number were unwilling to be quoted on effectiveness of their public affairs programs and many would not permit attribution of comments on any impact of government pressures):

William Zeigler, Del Wood Assoc., New York—Client Cook Chemical is seasonal, with about four months to sell Real-Kill insecticide. Prefers spot.

Joseph Hoffman, Prudential Insurance Co.—Considers *Twentieth Century* and *You Are There* series good business, with company contributing to the public interest. Sales force is proud to discuss the program with clients.

Thomas M. Riley, Pittsburgh Plate Glass Co.—Public service doesn't fit into plans. Decisions are based on company objectives, not government pressure.

James Stocker, Scott Paper Co.—Once sponsored *Omnibus.* This paralleled Scott's interest in tv at the time. May use tv again. Programs must fit into the overall corporate marketing strategy, with the public service concept internally generated.

Edward Meyer, Grey Adv. Agency—Considers high school sports in New York, sponsored by Hoffman Beverage Co., as a community-minded concept.

Lee Bristol, Bristol-Myers—We are interested in being good citizens by encouraging public service movements. Our policy is citizenry first, advertising second. There is no lack of compatibility in what an advertiser does from a commercial standpoint and as a good advertising citizen. (Mr. Bristol is board chairman of the Advertising Council, promoting public service messages on media advertising campaigns.)

E. W. Seay, Westinghouse Electric Co.—Sincerely believes in public affairs programming, recalling Westinghouse sponsorship of presidential campaign packages in 1952-56-60. Will sponsor four Huntley-Brinkley programs in 1961-62 season and six original dramas. Company's subsidiary, Westinghouse Broadcasting Co., sponsored three-day public affairs clinic in April.

Robert D. Healy, McCann-Erickson—Clients Bell & Howell and Westinghouse are active in public affairs; works for clients' objectives.

A. H. Thieman, New York Life Insurance Co.—Not active in broadcasting but coordinates with the Ad Council in its media campaigns.

Jack Connolly, Miles Labs.—Advertising is motivated by consumer tastes. Public affairs programs offer definite advantages in promoting corporate image but Miles is selling individual products. However, such programming is becoming more attractive as the world shrinks and people show more interest in public affairs.

Edward A. Heuston, Pharmaco Inc.—Uses news programs on radio networks because people are deeply interested in news.

Thomas Poole, N. W. Ayer & Son—Client Atlantic Refining Co. uses weather in major markets and Illinois Bell sponsors high school basketball tournaments; AT&T sponsors outstanding musical talent on *Bell Telephone Hour.*

David F. Beard, Reynolds Metals—Carries public service messages on behalf of Ad Council; not aware of government pressure for more public affairs programming.

K. C. Zonsius, Goodyear Tire & Rubber Co.—Not now sponsoring public affairs programs, but several years ago sponsored *Greatest Story Ever Told,* which was very good for company. Begins sponsoring *Douglas Edwards and the News* (CBS-TV) in June. Purpose is to step up tv penetration. Now sponsors *Pete & Gladys* comedy, which reaches certain segment of tv audience;

RICHARD H. ULLMAN, INC.

explodes a radio first!

FORMATIC RADIO zips across your log with the pace of a trace racing across a 'scope.

FORMATIC RADIO—the newest—and only—program-production-aid service of its kind. Created by Format men for the program, production and sales departments of stations with that modern dynamic music-news sound image.

FORMATIC RADIO will galvanize your d.j.'s with self-propelled points-ahead programming-production aids.

FORMATIC RADIO has urgency, vigor, excitement for sales-ahead action in your market. Jet-stream sales aids with that **extra** thrust.

FORMATIC RADIO is velocity-in-sound-and-music for the one station in town that wants to stay ahead of its competitors . . . or get ahead of them—and stay there.

FORMATIC RADIO arms you to stop dialers in mid-tuning. Alerts them to the swingingest station in town. Alerts clients that FORMATIC means fatter sales figures.

Only way to get the full Soundsmanship FORMATIC fact-array—**listen to the Formatic package.**

Call your Ullman-Man . . . or station rep.

Then . . . fasten your seat belt and listen . . . listen to the most exciting contribution to radio since the turntable.

FORMATIC RADIO
is produced by Stars International, Inc. and sold in the U.S. by

RICHARD H ULLMAN, INC.

1271 Avenue of the Americas, N.Y. 20 / PL 7-2197

Distributors of **FORMATIC RADIO, THE BIG SOUND, IMN JINGLES, TARGET JINGLES** and **SPOTMASTER** Tape Cartridge Equipment.

Divisions of

THE PETER FRANK ORGANIZATION, INC.

Hollywood/New York

Your Message Is
ALWAYS
ON TARGET
with
WSIX
TV 8
NO. 1 in Nashville
*ARB REPORTS WSIX-TV 8 NO. 1 IN PRIME TIME . . . with 3 of top 5, and 7 of top 10 Net Shows. *(Nov. ARB 1960)
WSIX TV 8 NASHVILLE
Affiliated with WSIX AM-FM Radio
Represented Nationally by:
PETERS, GRIFFIN, WOODWARD, Inc.

with Doug Edwards will reach different segment. News is "hot" right now and therefore a good buy; also from long range viewpoint sponsorship of public affairs programs brings prestige to company.

Robert L. Gage, Skelly Oil Co.—Does not sponsor public affairs programs now; uses "limited" budget on programs with wide audience appeal. Skelly has, however, contributed commercial time for public affairs programs in past. Would sponsor such programs in future on institutional grounds.

John Bugard, Brown & Williamson—Has sponsored elections and similar programs and considered results "all right." Would be interested in more of same because such programs reach a segment of the population that is difficult to reach via ordinary advertising.

Edward J. Pechin, E. I. duPont de Nemours—Has sponsored public affairs programs (*Cavalcade of America*), but it is difficult to measure success of this type of sponsorship. Would be interested in sponsoring more of this type of program if it fits objective of product being advertised. Such advertising can be considered good citizenship on the part of the company sponsoring programs—and anyway viewers of these programs buy products also.

Julian M. Snyder, New York Telephone Co.—Sponsoring weather report on local tv station. Results are pretty good. Can see results (in selling Princess phone, for example). Finds this type of program has a loyal audience. Would be interested in additional programs if right kind was offered—something that would reflect the viewpoint of New York Telephone as a regulated industry.

Robert Roens, Scott Paper Corp.—Sponsoring an educational radio show on local radio stations beamed to schools. Purpose is community relations (institutional). Fine results. Problematical whether would be interested in public affairs program for consumer sell, since Scott is particularly interested in mass audiences, and these programs usually don't attract a mass audience.

Gregg T. Ward, U. S. Rubber—Sponsoring segments of *Monitor* on NBC Radio with good results. Finds it an excellent medium for promotion via tire dealers. Would be interested in additional public affairs programs "if the right thing came along."

Dorian St. George, Carling Brewing Corp.—Not sponsoring public affairs programs because viewers do not constitute a major market. Dollars are spent toward the adult male en masse (like sports, etc.). Would be interested, however, in a late night public affairs show for prestige purposes.

Tom Ferguson, Campbell Soup Co.—Does not sponsor public affairs programming now and is doubtful whether it would in future. Public affairs programs do not deliver the audience needed for mass marketing philosophy which is basis of Campbell's advertising.

William C. Martin, Congoleum-Nairn—Does not sponsor public affairs programming now since they do not lend themselves to mass, hard-sell advertising. Committed heavily to magazines, for color spreads.

Tom Duffy, Acme Boot Co.—Uses no radio or tv.

Jack Magee, National Lead—Has used co-op spots, but nothing else. In print mostly. Doubts whether would use public affairs shows, does not meet needs.

W. W. Lockwood, Taylor Instruments—Does not use radio-tv, mostly industrial advertising in print. Does not think firm would use public affairs programs, "impracticable," have to have vehicle for selling.

Wilbur July, Stauffer Chemical Corp.—Does not use radio-tv, sells industrial chemicals. Has used spots on local radio for agricultural products, but no public affairs programs. Is doubtful if would use.

William R. Vos, Coopers Inc. (Jockey underwear)—Limited budget does not permit use of public affairs programs. Might use if could see sales benefits. One advantage is that public affairs program appeals to both men and women which is good idea for selling men's underwear, since women buy much of it for their husbands.

Herbert A. Lehrter, Hiram Walker Distillers—Does not use, not permitted to sell hard liquor over air.

Robert H. Vogt, Wear-Ever Aluminum—Not using broadcasting recently, limited budget. Might consider buying public affairs program, but many considerations enter into situation.

Thomas W. Norton, United States Steel—No public affairs; none planned because of regular alternate week *Steel Hour*.

James R. Heekin, Ogilvy, Benson & Mather—No clients now sponsoring public affairs but predicts increase in future.

Charles R. Standen, Tatham-Laird—None now. No reason why public affairs should not be effective as advertising vehicle.

Brown Bolte, SSC&B—Client Lipton Tea sponsored election returns and convention coverage. Public affairs programs permit advertisers to build image and deliver commercial message at the same time. Number of such shows will increase.

Paul L. Gabriel, Borden—No public affairs; none planned. Only tv shows are for children.

James W. Stitt, Dixie Cups—No public affairs; none planned because of small budget. Try to reach women and

Every important food chain uses WDAY-TV, Fargo!

These four big food chains make approximately 75% of ALL the retail food sales in the big WDAY-TV area—and that 75% equals nearly *$116,000,000 per year!*

Advertising isn't the whole answer, of course, because the Fargo area is a *fabulous one.* But it is significant that the four important food chains in the area *all use WDAY-TV on a year-'round basis.*

Certainly you can be sure that the biggest merchants in North Dakota know a lot about the best media values! Ask PGW for all the facts!

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC

PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives

Jane Johnston speaks for *Red Owl* on the Red Owl Theatre on WDAY-TV

Carol Olson speaks for *Fairway-Super Fair* in the Phil Silvers Show on WDAY-TV

Bill Weaver speaks for *Super Valu* in their very heavy spot schedule on WDAY-TV

Glen Hanson speaks for *Piggly Wiggly* on "Bold Venture" on WDAY-TV

entertainment shows better for this purpose.

Robert M. Prentice, Lever Bros.—Not good in terms of total audience and cost-per-thousand. None now, though possible in future. Important that advertisers should offer public affairs and the climate is getting more favorable to promote them.

William J. Connelly, Union Carbide (plastics)—Sponsors *Continental Classroom* with excellent results, and will continue public affairs sponsorship.

Tow Swan, Mobil Oil—None now, mostly because of budget. No national show and hard to get local public affairs programs. If proper local public affairs program is made available, will give strong consideration. No chance to consider in past because local stations have not been doing much.

Arthur H. Hammerstrom, Pure Oil—None now. The nature of the company is such that it wants to sponsor public affairs programs and is thinking along that line on the local level.

Elanor Miller, Lestoil—None now and probably will not because of budget. Personally, she is definitely in favor and "happy to see that people are beginning to have a little courage and put their money in this field."

Answer your critics, Fish tells L.A. Ad Club

Advertising must stand up and answer its critics on every front, James S. Fish, vice president and director of advertising, General Mills, said Tuesday (April 18) in a talk to the Advertising Club of Los Angeles. In what he called "a sermon," titled "Some Things I Believe About Advertising," Mr. Fish expressed his faith in advertising as a vital force in our economic system. But, he noted, it must be understood to be appreciated.

"If we can organize our parochial interests under a single banner and do this job of telling the general public as well as certain specific publics about the role of advertising in our American way of life," he declared, "we will not only be doing our business but our very economy a real service. For, as public belief in advertising is strengthened, then will the dollars we spend become more efficient."

Quoting from advertisements on behalf of advertising that various individuals and organizations have produced in recent months, Mr. Fish urged other advertising men to do likewise. He also urged campaigns at the local level to improve the small percentage of advertisements that lack honesty or good taste, citing the code adopted by the Advertising Club of Minneapolis as one that has been a real force for the betterment of advertising in that area.

FTC to change from tortoise to hare

DIXON PROMISES TO MOVE AGAINST FALSE ADVERTISING

Fast, FAST, FAST action has been promised advertisers who purvey false or deceptive advertising in any and all media.

Paul Rand Dixon, new chairman of the Federal Trade Commission, told members of the Assn. of National Advertisers last week in Washington that "We're going to serve injured business and consumers with a squad car instead of a hearse."

The FTC, Mr. Dixon emphasized, is not going to slow down on its attack on misleading advertising, contrary to rumors. In fact, he added, it hopes to speed up FTC processes through two moves:

- "Compact" hearings. Instead of permitting hearings on false advertising complaints to be strung out for months, all over the country, the FTC is going to tighten up the hearing schedule.
- Responsibility for each case will be given one man, instead of having three or four layers of lawyers and enforcers involved in a case.

If the FTC is given authority to issue temporary restraining orders against purported false advertising, Mr. Dixon observed, many advertisers who use delaying tactics would employ them with less enthusiasm. There have been suggestions that the trade agency be given the power to enjoin suspected advertisements pending the outcome of hearings on such complaints. James M. Landis, special assistant to President Kennedy, made that suggestion earlier this month (BROADCASTING, April 10).

Mr. Dixon inveighed against what he called advertisers who practice "brinkmanship." This is the philosophy of knowingly permitting a false or cornercutting advertisement to be employed in the belief that it will have accomplished its purpose before the FTC gets around to stopping the claim.

In a sarcastic vein, Mr. Dixon took off on apologists in advertising who claim the "irresponsible few" are to blame for besmirching the good name of the "honest, overwhelming majority." He did this by citing a number of FTC cases involving relative unknowns, and then followed this up by calling attention to some of the cases involving well known companies—General Motors, Ford, Chrysler, Colgate-Palmolive, Eversharp, Alcoa, Sears Roebuck, Standard Brands, R. H. Macy & Co. In some of these instances, Mr. Dixon pointed out, advertising agencies were also cited. All have been settled by consent decrees, he said.

One of the best means of overcoming the problem, Mr. Dixon noted, was through industry-wide cooperative efforts, such as the agreement by automobile tire companies to clarify terms and by battery manufacturers to explain more clearly what they mean by guarantees.

A new cooperative effort, announced for the first time by Mr. Dixon last week, was an agreement by refrigerator manufacturers to advertise only the actual usable capacity of their appliances.

Mr. Dixon offered this tribute to advertising, "I don't know how anybody in America can sell a better mousetrap without advertising."

The Dixon observations drew a heated reply from Victor G. Bloede, senior vice president in charge of copy at Benton & Bowles, New York. He said:

"While we surely agree with Mr. Dixon's aims, there is one thing that troubles us in Mr. Dixon's statement: That is the implication that there are a large number of major advertisers and agencies who skate as close to the FTC rulings as possible.

"We can speak only for Benton & Bowles. This agency and its clients

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week April 13-19 as rated by the the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., April 13	**Untouchables** (9:30 p.m.)	ABC-TV	26.0
Fri., April 14	**Flintstones** (8:30 p.m.)	ABC-TV	24.6
Sat., April 15	**Gunsmoke** (10 p.m.)	CBS-TV	27.3
Sun., April 16	**No ratings** (technical difficulty)		
Mon., April 17	**Oscar Awards** (10:30 p.m.)	ABC-TV	44.3
Tue., April 18	**Dobie Gillis** (8:30 p.m.)	CBS-TV	23.8
Wed., April 19	**U. S. Steel Hour** (10 p.m.)	CBS-TV	18.9

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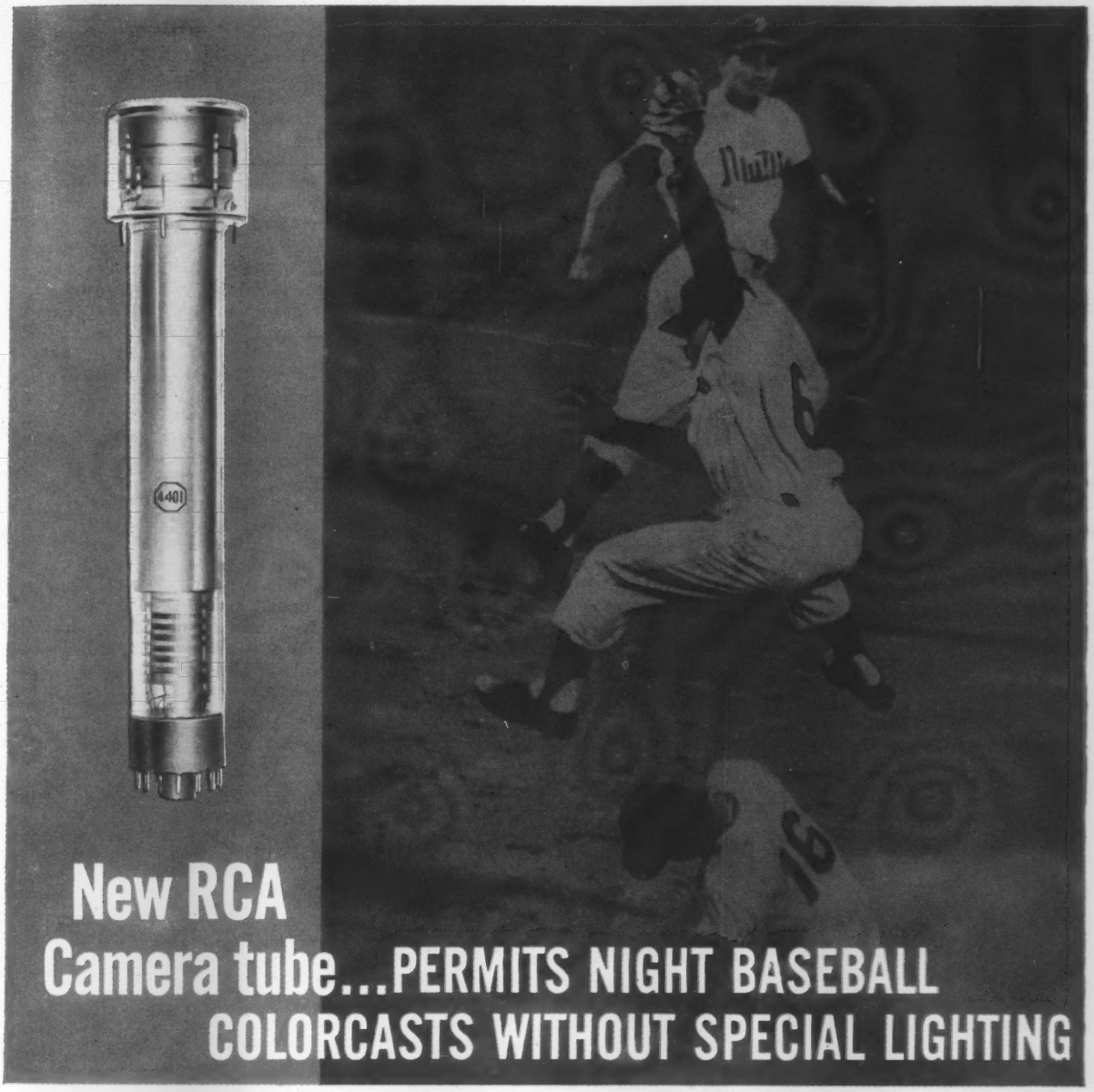


New RCA Camera tube...PERMITS NIGHT BASEBALL COLORCASTS WITHOUT SPECIAL LIGHTING

Boston, June 10: Station WHDH used the new RCA-4401 Image Orthicon in a highly successful colorcast of a regularly scheduled night baseball game from Fenway Park. No greater lighting was needed than for black-and-white pickup.

For more information about this high-sensitivity image orthicon for low-light-level color telecasting, contact your RCA Broadcast Tube Distributor. *RCA Electron Tube Division, Harrison, N. J.*

The Most Trusted Name in Television
RADIO CORPORATION OF AMERICA

have standards which we believe are every bit as high as the FTC's, and in some cases, possibly higher. We believe in honest advertising, and we practice it to the best of our ability, not through fear of the FTC, or any other regulating agency, but simply because we know that honest advertising sells, and dishonest advertising does not.

"Benton & Bowles, and its clients, are in the business of selling goods. If we did not sell in the best way, honestly, we would not long remain in the business of selling goods."

Madison Avenue put on the couch

ADVERTISING WIVES GET PSYCHOANALYST'S EYE VIEW

Advertising people got an idea last week of what their psychoanalysts think is wrong with them.

The view from beside the gray-flannelled couch was presented by Dr. Charles W. Socarides of New York. His qualifications? "As a medical psychoanalyst, practicing in mid-Manhattan, I have had the occasion to treat numerous advertising people representing all economic levels." In addition, he said, many of his friends were advertising people.

Dr. Socarides offered his views at a meeting of the wives of advertising men and guests attending the American Assn. of Advertising Agencies annual meeting last Friday at White Sulphur Springs, W. Va.

He traced many of the advertising man's problems to a sort of conscious-vs.-unconscious conflict over how much work he is capable of doing and how much money he ought to be getting for it. A man's unconscious is much more realistic about these things than his conscious mind is.

Unconsciously, he knows pretty accurately what his true work level is and how much he ought to be paid for it. Consciously, he tends to over-rate his work capacity and therefore has an exaggerated notion of how much money he should be making.

Self-appraisals painful ▪ Dr. Socarides put it this way:

"Very few of us . . . are capable of tolerating consciously an accurate and stable self-appraisal of our capacities and limitations. It is much too painful. Some of our deepest unconscious defenses against anxiety would be threatened—fantasy gratification, omnipotence, self-effacement. What we do is to repress our knowledge of our true capacity and retain it repressed in our unconscious mind. Therefore we engage in emotional oscillations in our own conscious self-evaluation while at the same time experiencing in the unconscious a true knowledge of our adjustment to the work reality.

"If a man could be assigned responsibility in line with his unconsciously perceived capacity," Dr. Socarides said, then much anxiety, dissatisfaction, anguish and worry would be avoided. And if he were paid correctly, "much of the rivalry, greed and disequilibrium in companies would stop. But things don't work out that way too often, and all sorts of unconscious wishes, fears, memories and fantasies assert themselves."

Paranoid anxieties ▪ For instance, the doctor said, an account executive may hate his boss not because he really hates him, but because he is transferring to the boss certain "strong persecutory or paranoid anxieties" that have been left over from childhood. Or he may hate the boss merely because he is dependent on him and this sense of dependence arouses "unconscious feelings

January network billings

ESTIMATED EXPENDITURES OF NETWORK TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION
Source: TvB/LNA-BAR

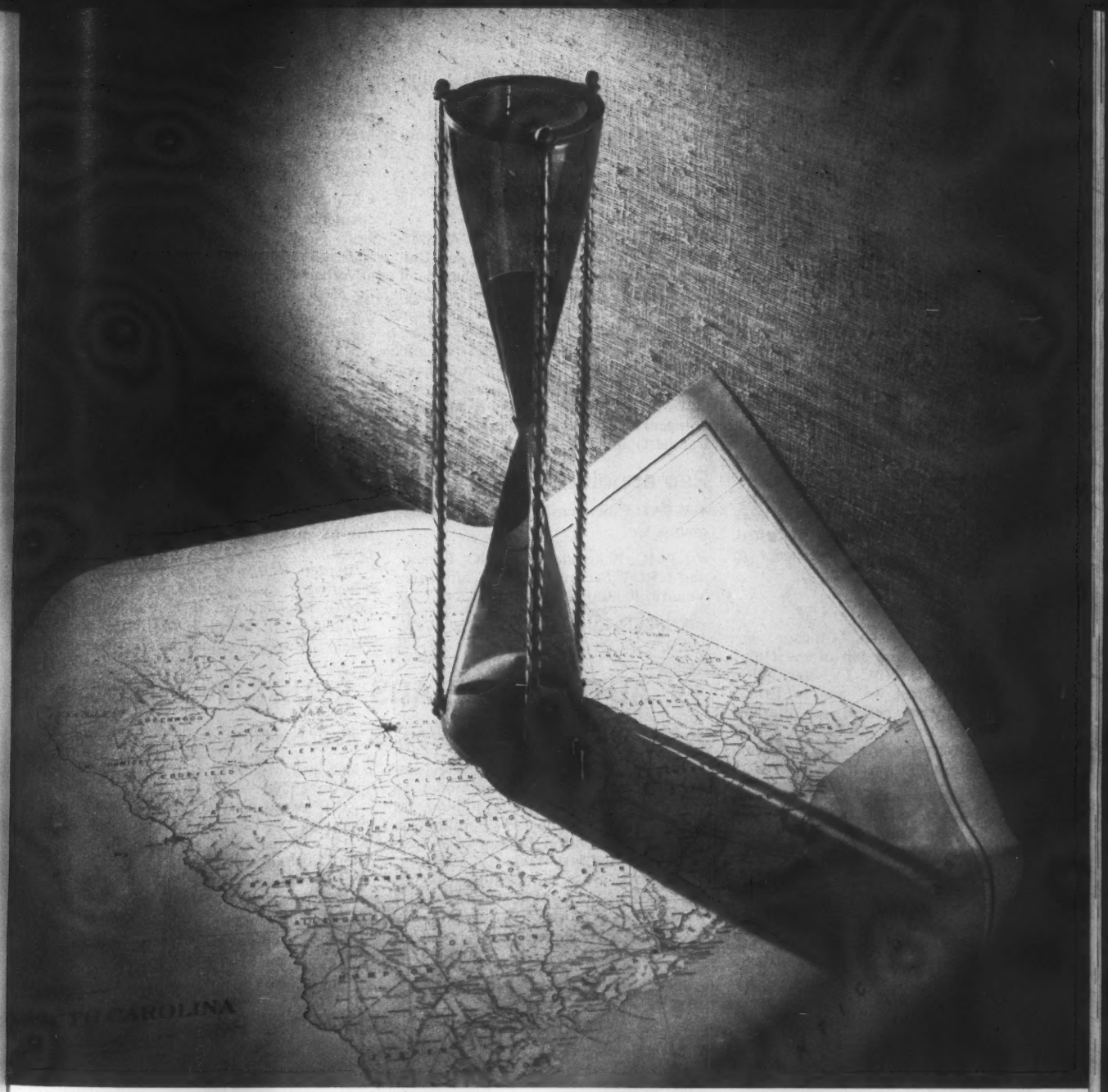
	January 1961	January 1960
Agriculture & farming	98,865	194,780
Apparel, footwear & accessories	598,995	238,680
Automotive, automotive accessories & equipment	4,919,377	4,423,706
Beer, wine	481,229	860,630
Building materials, equipment & fixtures	97,541	183,439
Confectionery & soft drinks	1,919,877	1,738,608
Consumer services	625,008	519,945
Drugs & remedies	9,350,121	7,966,591
Entertainment & amusement	157,372	.....
Food & food products	11,164,121	10,087,843
Freight, industrial & agricultural development	57,800	56,690
Gasoline, lubricants & other fuels	1,371,959	1,713,122
Horticulture	.....	75,350
Household equipment & supplies	2,336,236	2,119,411
Household furnishings	304,333	229,003
Industrial materials	2,066,233	2,038,730
Insurance	1,203,847	928,430
Jewelry, optical goods & cameras	841,660	790,853
Office equipment, stationery & writing supplies	85,088	149,376
Political	.....	.....
Publishing & media	140,019	7,314
Radio, Tv sets, phonographs, musical instruments, accessories	197,224	378,967
Smoking materials	6,813,538	7,302,465
Soaps, cleaners & polishes	6,535,565	5,828,950
Sporting goods & toys	335,141	167,463
Toiletries & toilet goods	9,326,420	9,297,799
Travel hotels & resorts	.....	174,945
Miscellaneous	804,823	785,175
TOTAL	$61,832,392	$57,718,265

ESTIMATED EXPENDITURES OF TOP 15 NETWORK BRAND ADVERTISERS
January, 1961

1.	Anacin tablets	$1,000,763
2.	L & M cigarettes	756,827
3.	Winston cigarettes	713,776
4.	Kent cigarettes	576,561
5.	Chevrolet passenger cars	544,674
6.	Dristan tablets	537,669
7.	Salem cigarettes	522,376
8.	Texaco (general promotion)	505,653
9.	Beech-Nut gum	497,804
10.	Pall Mall cigarettes	479,789
11.	General Electric (general promotion)	462,565
12.	Crest tooth paste	461,710
13.	Bayer aspirin tablets	451,784
14.	Tide	445,945
15.	Wrigley's gum	439,930

ESTIMATED EXPENDITURES OF TOP 15 NETWORK COMPANY ADVERTISERS
January, 1961

1.	Procter & Gamble	$3,910,809
2.	American Home Products	3,245,487
3.	General Motors	2,436,441
4.	Lever Bros.	1,906,548
5.	Colgate-Palmolive	1,733,274
6.	General Mills	1,719,091
7.	General Foods	1,633,822
8.	R. J. Reynolds	1,607,672
9.	Liggett & Myers	1,176,667
10.	Sterling Drug	1,168,666
11.	Bristol-Myers	1,138,765
12.	Brown & Williamson	1,094,252
13.	Gillette	1,070,781
14.	Texaco	1,053,444
15.	Ford Motor	997,891



OURS: We don't exactly *own* South Carolina, but we claim it as our beat. Our oyster, in a real sense. It opens up for us because we know its business, government, culture, people. People best of all: their likes, dislikes, habits, greatnesses, and strengths. A knowledge growing out of nearly 30 years of operating broadcasting facilities in the capital city. □ This is why we're credited with a 78.7% share of viewing (by Nielsen) in the Columbia Metropolitan Area. Over a quarter million people in the 1960 Census, largest in the state and second only to Charlotte in *both* Carolinas. And our 1526-foot tower makes more of *all* South Carolina ours than any other station can claim. □ This is another good reason why South Carolina's major selling force is

WIS television NBC/ABC—Columbia, South Carolina

Charles A. Batson, *Managing Director*

A STATION OF **THE BROADCASTING COMPANY OF THE SOUTH**

G. Richard Shafto, *Executive Vice President*

BCS

WIS-television, Channel 10, Columbia, S.C. • WIS Radio, 560, Columbia, S.C. • WSFA-TV, Channel 12, Montgomery, Ala. / All represented by Peters, Griffin, Woodward, Inc.

of hostility and perhaps even of persecution, and of being victimized."

In much the same way, the simple act of receiving instructions may evoke a feeling of persecution. On the other hand, some people find it hard to give instruction because in their unconscious mind this is associated with "a wielding of destructive and sadistic power."

Carried further, the conscious vs. unconscious conflict sometimes "enabled both management and employes to see each other both persecuted and persecuting, guilty and injured." Employes may tend to identify their internal conflicts with company conflicts, and this Dr. Socarides observed, "disturbs the stability and 'sanity' of any company."

What's the solution? As a starter, Dr. Socarides suggested that some way might be sought to assign work exactly consistent with a man's true capacity—and then to pay him "in a manner precisely consistent" with the level of work he is doing. In addition, he suggested, "a sense of satisfaction and peace of mind" should be encouraged.

Business briefly...

American Dairy Assn., Chicago, has signed for co-sponsorship of the *Dinah Shore Show* on NBC-TV starting in September. Series will run in Friday 9:30-10:30 p.m. period on alternate weeks until June 1962. ADA's $1.6 million purchase was placed by Campbell-Mithun, Chicago.

Lewis Research Labs., N. Y., (Drain-Aid, Stain-Aid and Septi-Kleen) which launched its first major-market consumer campaign Monday (April 17) on three New York tv stations, is expected to expand its tv spot into other eastern markets, the Midwest and West Coast, following the distribution path of the products. A weekly total of 80 one-minute announcements is scheduled for the initial 13 weeks, primarily in daytime periods. Other Lewis products will continue in the schedule after the first 13-week drive. Agency: Frank B. Sawdon Inc., N. Y.

General Motors, in its most extensive daytime order in network tv, will sponsor quarter-hours in four NBC-TV shows this summer. The order, which runs for 13 weeks beginning July 1, is for: *The Price Is Right, Truth or Consequences, The Loretta Young Theatre* and *Make Room for Daddy*. Agencies: Campbell-Ewald, Detroit; McCann-Erickson, N. Y.; and D. P. Brother, Detroit.

Van Munching & Co., N. Y., through MacManus, John & Adams Co., N. Y., will launch a saturation advertising campaign for Heineken's Holland beer. Besides a comprehensive schedule of print ads beginning this month, the campaign will be supported by radio and television advertising in selected markets.

Goodyear Tire & Rubber Co., Akron, signs for a weekly quarter-hour of *Douglas Edwards, News* on CBS-TV, starting at the end of May. Agency: Young & Rubicam, N. Y.

Singer Sewing Machine Co., Warner-Lambert Pharmaceutical Co. and **Colgate-Palmolive Co.** have purchased all remaining participations in *Dr. Kildare,* a new series on NBC-TV next season (Thur. 8:30-9:30 p.m. NYT). Glenbrook Labs Div. of Sterling Drug and Liggett & Myers Tobacco also have signed for the series (BROADCASTING, April 3). Agencies: Young & Rubicam (Singer); Lambert & Feasley (Warner-Lambert), and Ted Bates (Colgate).

Rep appointments...

- WSAI Cincinnati: Robert E. Eastman & Co.
- KPMC Bakersfield; KYNO Fresno, and KROY Sacramento, all California: Venard, Rintoul & McConnell, N. Y.
- KSFE Needles, Calif.: Grant Webb & Co.

Agency appointments...

- The Pillsbury Co. appoints McCann-Marschalk as advertising agency for its Tidy House household cleaning products.
- Faberge Inc., N. Y., (perfumes and cosmetics) appoints Papert, Koenig, Lois, N. Y., as its advertising agency. Faberge, which has never before used advertising, is considering the possibility of the radio-tv media.
- Parker Sweeper Co., Springfield, Ohio (carpet sweepers), appoints McCann-Marschalk, Cleveland and Columbus, as its agency.

Philip Morris agencies

Philip Morris Inc., N.Y., last week appointed Benton & Bowles as agency for its premium priced Benson & Hedges brand of filter cigarettes, and named Leo Burnett Co. as the agency for its mentholated filter Alpine cigarettes.

Benton & Bowles also was awarded advertising responsibility for the company's international assignments. Leo Burnett also handles Marlboro and Philip Morris Commander cigarettes.

TV AUTOMOBILE ADS SPURT IN 1960

Jump from $49 million in '59, to $58.2 million

Network and national spot television gross time billing for automobiles in 1960 amounted to $58.2 million, as compared with almost $49 million in 1959, the Television Bureau of Advertising reported last week.

Network gross time billing, according to TvB-LNA-BAR, totaled $41.4 million, as against $37.5 million in 1959. Spot tv expenditures, based on TvB-Rorabaugh reports, amounted to $16.8 million in 1960 and $12.1 million in 1959.

TvB noted that the automobile industry in 1960 made varied uses of network tv, including daytime sponsorship, special programs and sports events purchases. In spot tv, the bureau said, advertisers also have widened the use of this medium to include all types of programs and have concentrated their purchases in the evening.

Leading manufacturer and dealer gross time billings for passenger cars only in 1960 were as follows:

	Network	Spot	Total
American Motors Corp.	$ 426,297	$2,677,130	$ 3,103,427
Chrysler Corp.	8,529,308	1,716,270	10,245,578
Ford Motor Co.	10,328,980	5,143,720	15,472,700
General Motors Corp.	16,436,692	5,173,600	21,610,292
Kaiser Industries	1,771,249	23,430	1,794,679
Renault Co.	1,939,857	412,970	2,352,827
Studebaker-Packard Corp.	1,064,249	879,520	1,943,769

Gross time billings of the top ten car brands on television were:

	Network	Spot	Total
Ford	4,423,389	4,641,140	9,064,529
Chevrolet	5,281,243	2,523,120	7,804,363
Oldsmobile	3,100,881	936,990	4,037,871
Corvair	3,829,108	3,120	3,832,228
Rambler	426,297	2,677,130	3,103,427
Plymouth	2,444,984	523,630	2,968,614
Dart	2,361,857	14,990	2,376,847
Pontiac	1,261,415	1,110,700	2,372,115
Dauphine	1,850,575	412,970	2,263,545
Falcon	2,109,513	4,470	2,113,983

WTVJ WINS "THE TRIPLE CROWN" OF BROADCAST JOURNALISM

1.

2.

3.

WTVJ is the first television station ever to win all three awards in one year!

WTVJ and its News Department are honored to receive these highly respected awards. And according to the ratings, recognition is not restricted to the industry; the people of South Florida also appreciate WTVJ's news reporting efforts. Sign-on to sign-off, Monday through Friday, the area's highest-rated* program—network or local—is "Renick Reporting", the 6:30 p.m. newscast. In news reporting as well as audience measurement, "only the sunshine covers South Florida better than WTVJ!" *ARB Jan.-Feb., 1961

1. SIGMA DELTA CHI AWARD "for distinguished service in journalism—television reporting"
2. NATIONAL PRESS PHOTOGRAPHERS ASSOCIATION, UNIVERSITY OF MISSOURI SCHOOL OF JOURNALISM, and THE ENCYCLOPAEDIA BRITANNICA AWARD as "Newsfilm station of the year"
3. NATIONAL HEADLINERS CLUB AWARD "for consistently outstanding coverage of local news events"

WTVJ CBS

South Florida's Largest Daily Circulation Medium

A Wometco Enterprises, Inc. Station

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WOMETCO ENTERPRISES INC.

WTVJ
WLDS-TV
WFGA-TV
(Affiliate)

GE, Texaco win two Peabody Awards

SPECIAL AWARD TO STANTON CITES HIS 'GREAT DEBATES' ROLE

CBS received five awards and NBC three in the annual presentation of the George Foster Peabody Awards in New York last week. The CBS mentions included a special award to President Frank Stanton for his leadership in bringing about the "Great Debates" of last summer, and a citation to Board Chairman William Paley for "underwriting" the *CBS Reports* series.

The two, and only, advertisers honored were credited twice each—General Electric (*College Bowl* and *Fabulous Fifties*) and Texaco (*Huntley-Brinkley Report* and the *Metropolitan Opera*).

As has been the case for the past four years, the Radio & Television Executives Society in New York was host for the annual awards sponsored and made by the U. of Georgia's Henry W. Grady School of Journalism.

The awards were given in an atmosphere of doubt as to the future of RTES' sponsorship. The society announced on April 19 that it will honor radio-tv achievements in a separately backed awards program starting with a presentation (medallion and a citation) dinner next October. RTES may still play host to Peabody next year, though other alternatives are being considered including such offers as that of the Radio Press International to become awards host next year.

The awards, including those made to stations, leaned strongly toward the documentary and the public information show. In an unusual move, a religious organization (Broadcasting & Film Commission of the National Council of Churches of Christ) was recognized for its programming.

Other unusual aspects: two New York stations (WNYC, owned by New York City, and WQXR, owned by the *New York Times*) received national awards. The stations sharing honors for outstanding locally produced radio-tv programs came from varied parts of the country: Michigan (WOOD-AM-TV Grand Rapids), California (KPFK [FM] Los Angeles), Florida (WCKT [TV] Miami) and Minnesota (WCCO-TV Minneapolis-St. Paul).

Speaking briefly at the awards ceremony, an event first set up by the school's board of regents in 1940 to recognize distinguished and meritorious public service in radio and tv, were Dr. Stanton and Dean John E. Drewry of the U. of Georgia. Bennett Cerf, awards chairman, presided.

Freeing Task ▪ Dr. Stanton stated that the broadcast industry still has "the task of permanently freeing broadcasting from unrealistic restrictions in the most serious business of a democracy, that of choosing its leadership."

He noted that he must share credit in bringing about the debates with such congressional talent as the late Sen. Blair Moody of Michigan, Sen. John O. Pastore (D-R.I.) and Rep. Oren Harris (D-Ark.).

President Kennedy wired his congratulations, noting Dr. Stanton's role "in making it possible for last year's tv debates to take place was a significant advance in American politics . . ." Others wiring similar felicitations were MBS President Robert F. Hurleigh, AB-PT President Leonard H. Goldenson, Rep. Harris and Sen. Pastore.

The individual citations follow:

Television News ▪ "The smoothly functioning team of Chet Huntley and David Brinkley has dominated the news

Mr. Huntley

Mr. Brinkley

division of television so completely in the past year that it would be unthinkable to present a Peabody Award in that category to anybody else. Huntley and Brinkley have leavened the increasingly foreboding context of round-the-world news with just enough unobtrusive humor to make it palatable. Their reports are straightforward and unpretentious. For banishing the voice of doom from news broadcasting they deserve the thanks of everybody who likes to hear the days' headlines, but doesn't relish the prospect of being scared to death while he's digesting them. They also deserve the Peabody Award for Television News, 1960." Accepted by Mr. Huntley.

Special Award ▪ " 'The Great Debates' between the presidential candidates are recognized as conceivably the most important service ever performed by broadcasting and one that may become a permanent part of our political heritage. The award goes to Dr. Frank Stanton for his initiative in suggesting the debates and his courageous leadership in bringing about the joint resolution of Congress which made the de-

At a studio during the telecast of one in the series of last summer's Kennedy-Nixon "Great Debates" are CBS Inc.'s management team of Dr. Frank Stanton, president, and William S. Paley, board chairman, both honored at the George Foster Peabody Awards presentation last week. Dr. Stanton received his award for helping bring about congressional action that paved the way for the debates, while Mr. Paley was cited for "underwriting" "CBS Reports" tv studies such as "Harvest of Shame."

what qualities . . .

do you look for in hiring salesmen?

A wise man once said "What you *are* shouts so loud that I can't hear what you're saying". There's a moral there for buyers of time. Screaming, shouting, sensational formats may be popular in some places, but Iowans prefer our style. Proof: our news and sports ratings have led all the rest for years and years.

Choose your station just as carefully as you hire your own salesmen — on the basis of integrity, stability and responsibility. In Des Moines KRNT and KRNT-TV have these qualities. It's no wonder Iowans believe in and depend on the KRNT Stations:

- **People have been dialing KRNT Radio for reliable news and sports information for 26 years. Highest ratings for years.**
- **ARB and Nielsen prove our television news and sports are also the "preferred ones". Always top rated.**
- **The community knows locally-produced religious and civic-minded shows appear regularly in our schedules.**
- **Local radio advertisers have given us by far the biggest share of business in a six-station market.**
- **Local television advertisers have given us 80% of the local business in a three-station market.**

Check our ratings with the Katz Man.
He can help you hire our salesmen, too.

KRNT

Radio and TV – Des Moines

An Operation of Cowles Magazines and Broadcasting, Inc.

What they see on WJAC-TV

THEY BUY!

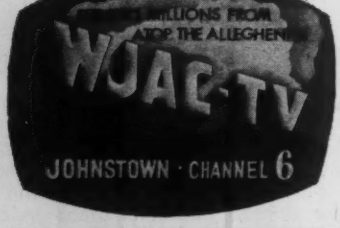
The way to sell your product is to make sure plenty of people see it! And more people see the products advertised on WJAC-TV than on any other station in the Johnstown-Altoona market. Take it from ARB and Nielsen . . . WJAC-TV delivers the audiences!

But more important than size of audience, WJAC-TV also brings you a buying audience. Sales figures prove that WJAC-TV turns watchers into buyers.

For Complete Details, Contact:

HARRINGTON, RIGHTER AND PARSONS, INC.

New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco

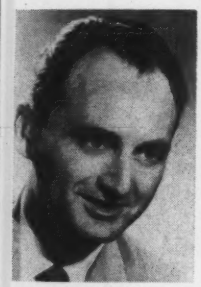


bates possible." Accepted by Dr. Stanton.

Television Entertainment ▪ *"The Fabulous Fifties,* CBS, combined style, humor, and imagination. It was rich in touches of quality showmanship and equally rich in the memories of a decade which it revived. In recognition, the Peabody Television Award for Entertainment is presented to *The Fabulous Fifties,* with a special word of praise for Producer Leland Hayward and the top talent which appeared in this memorable entertainment special." Accepted by Mr. Hayward.

Mr. Hayward

Television Education ▪ "NBC *White Paper* series is a courageous and realistic presentation in prime viewing time of such vital, controversial issues as the U-2 incident and the sit-in demonstrations. Producer Irving Gitlin combines vigorous reporting with keen analysis in depth in a unified treatment certain to stimulate reflection and serious thinking among viewers. This is, of course, television education of a high order, and is hereby recognized with the Peabody Award for that category for 1960." Accepted by Mr. Gitlin.


Mr. Gitlin

Television Contribution To International Understanding ▪ *"CBS 1960 Olympic Coverage* was the outstanding presentation in all 35 years of broadcast time. Technical problems were surmounted with stunning ingenuity. For the Winter Games, at Squaw Valley, equipment was brought in by toboggan, and cameras were carried up icy slopes on the backs of cameramen. For the Summer Games, at Rome, the events were brought to the American public (often on the same day they took place) through tape, split-second trans-Atlantic jet schedules, and close cooperation with RAI, the Italian state network. As a result, the American audience participated, winter and summer, in a great international undertaking. Such a television achievement is clearly an outstanding contribution to international understanding and as such is given the Peabody Award in this category." Accepted by William S. McPhail, vice president, CBS-TV Sports.

Mr. McPhail

Television Youth Programs ▪ "Through contests between two teams of students, *G-E College Bowl* helps to focus the nation's attention on the intellectual abilities and achievements of our college students. The competitions emphasize quick recall of specific facts, and therein lies its appeal, which is illuminating, educational, entertaining, and exciting. The program provides weekly scholarship grants to colleges and universities. Allen Ludden as the moderator deserves a special mention for his excellent work as *G-E College Bowl* is given the Peabody Award for Television Youth Programs for 1960." Accepted by Mr. Ludden.

Mr. Ludden

Television Children's Programs ▪ *"The Shari Lewis Show,* NBC, is a unique television program in which the talents of Shari Lewis as a singer, dancer, and ventriloquist charm children of all ages. Her clever manipulation of puppets and the never ceasing rhythmic flow of her presentation create a program of entertaining and cultural values. In recognition: the Peabody Award for Tv Children's Programs." Accepted by Miss Lewis.

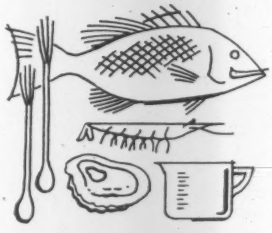
Miss Lewis

Television Public Service ▪ "As Peabody recognizes *CBS Reports,* this award cites, in particular, 'The Harvest of Shame'; commends David Lowe as producer of this unflinching account of how the migrant worker lives in America, and Fred Friendly, executive producer of the *CBS Reports* series; and carries a special citation to William S. Paley, chairman of the board of the Columbia Broadcasting System, for his valor and

Mr. Friendly

Stuffed Red Snapper OLD NEW ORLEANS FAVORITE...

Here's how to make it:



Season 6 fillets of red snapper (each 6- or 7-oz.) with salt and pepper, rub with butter, broil until done.

Prepare dressing: Combine 1 cup dry, fine bread crumbs with 1 cup raw shrimp (peeled, deveined and chopped), 1 cup chopped raw oysters, 1 cup chopped scallions (green and white). Saute these ingredients in 2 tbsp. melted butter and add 2 tbsp. fish stock. Yields 6 portions.

Heap dressing on brown side of broiled fillets. Serve piping hot, with garnish of your choice.

Dinner by candlelight at The Old Absinthe House

WWL-TV... new New Orleans Favorite

Few programs in New Orleans television history have received the praise and applause—both on a local and on a national scale—as that received by "Channel 4 Reports," a news-public service feature produced by WWL-TV News Director Bill Reed.

One "Report" show, entitled "Crisis In Our Time" and dealing with the explosive integration disturbances which rocked New Orleans last fall, drew praise on a national scale from *Sponsor* magazine columnist Joe Csida:

"This certainly is a prime example of the increasingly brave, socially aware attitude of our broadcasters . . ."

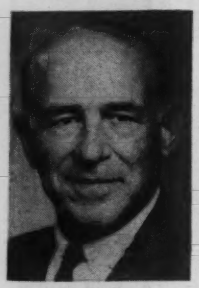
And, locally, the editor of the *New Orleans Times-Picayune* not only made a personal request that the show be repeated but also published a message to the general public promoting the repeat showing. This shows the respect and esteem in which WWL-TV's public affairs programming is held even by its competition.

WWL-TV
NEW ORLEANS

Represented Nationally by Katz

vision in espousing the cause of public enlightenment by underwriting these documentary studies of the world of reality and airing them in the face of formidable opposition from the competing world of unreality." Accepted by Mr. Friendly.

Radio Entertainment ▪ "During 1960 the line, 'For 25 Years America's Number One Good Music Station,' was more than a slogan for WQXR. Its 'Musical Spectaculars' and its total programming of music were indeed of a high order. In recognition, this station has again been chosen for a Peabody Award, the first having been presented in 1949—both times for Radio Entertainment." Accepted by Norman S. McGee, vice president, WQXR.


Mr. McGee

Radio Children's Programs ▪ "Ireene Wicker brings to her weekly program *The Singing Lady*, literate taste, tender understanding, wit, gaiety, and style. A benign sorceress as well as an artist of consummate skill, Miss Wicker has been a steadfast foe of violence and brutality and a true friend to children everywhere. In recognition, the Peabody Award for Radio Children's Programs." Accepted by Miss Wicker.

Miss Wicker

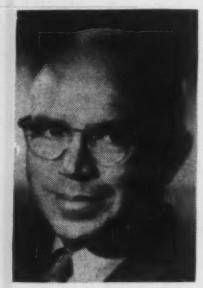
Radio Public Service ▪ "For twenty years Texaco has rendered a public service of inestimable cultural value through the broadcast of Metropolitan Opera, with carefully planned intermission programs featuring high level commentary on music. The 1960-61 series has reached the largest audience yet, including a third generation of young people, as well as millions of others. The long-time excellence of this series; the good taste and restraint in the commercial identification; the use of these programs by Voice of America and Armed Forces Broadcasting—all this, and more, clearly entitle Texaco-Metropolitan Opera Network to a Peabody Radio Public Service Award." Accepted by Marion J. Epley Jr., senior vice president, Texaco.

Mr. Epley

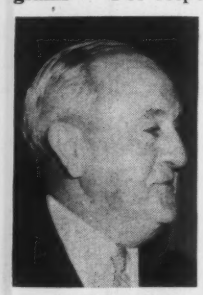
Radio-Television Education ▪ "For its numerous contributions through such distinguished programs as *Look Up and Live* (CBS-TV), directed to the youth audience; *Frontiers of Faith* (NBC-TV), designed primarily for the unchurched; *Pilgrimage* (ABC), featuring provocative discussions on factual differences between Christianity and Communism; and *Talk Back*, a series of filmed programs released through 135 local television stations, followed with live discussions by local leaders and clergy—a Peabody Award in the category of Radio-Tv Education." Accepted by Rev. S. Franklin Mack, National Council of Churches.

Rev. Mack

Locally Produced Radio-Tv Programs ▪ "For imaginative programming on a wide range of subjects, national and international, including such diverse themes as *Wasted World*, a study in depth of local skidrow problems; *Red China—Awakening Giant*, and *MRA—the Plan to Change the World*, a Peabody Award is presented to WOOD and WOOD-TV of Grand Rapids, Mich." Accepted by Willard Schroeder.


Mr. Schroeder

Locally Produced Radio-Tv Programs ▪ "For responsible leadership in the prompt analysis and exposure of problems incident to the Cuban crisis through such programs as *Compass Points South, Cuba on the Move*, and *Leave or Stay*, a Peabody Award is presented to WCKT (TV) Miami, Fla." Accepted by Niles Trammell.


Mr. Trammell

Locally Produced Radio-Tv Programs ▪ "The outstanding program series of KPFK (FM) Los Angeles covered a wide range of subjects, such as *Arming to Parley, The Largest Question, Not Merely a Business*, and numerous children's programs featuring books, music, and the theatre. In recognition, a Peabody Award is presented." Accepted by Catherine Cory.

Locally Produced Radio-Tv Programs ▪ "In recognition of several distinguished locally produced programs, including *Unwed Mothers, Sister Kenny Scandal*, and Arle Haeberle's *Capsule Fashion Course*, specifically created as therapy for the women patients at Anoka State Mental Hospital, a Peabody Award is presented to WCCO-TV Minneapolis." Accepted by Robert B. Ridder.

Mr. Ridder

Overseas Press Club gives awards to networks

The Overseas Press Club of America presented four awards to NBC, two awards and a citation to CBS, and a citation to ABC for "distinguished achievements in foreign journalism" in 1960 during the club's annual awards dinner on April 14.

NBC's winners were cameraman Yung Su Kwon, who was given two awards, for "best news film from abroad" and the Robert Capa Award for coverage of the Japanese riots; "The U-2 Affair" program for "the best radio or tv interpretation of foreign affairs"; and Edwin Newman, presently assigned to NBC News in New York, for "best radio reporting from abroad."

CBS awards were to the *Eyewitness to History* for "best television reporting from abroad" and "Trujillo—Portrait of a Dictator" for "best article or report on Latin America (any medium)." A citation was presented to George Markman, CBS News cameraman, Paris, for his film coverage of the rioting in Algiers.

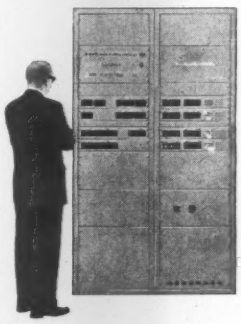
A citation of excellence was presented to Erwin D. Canham, ABC Radio, for his news commentaries and analyses.

'Saturday Review' awards honor five tv sponsors

Special citations were voted by the *Saturday Review of Literature's* 1961 Awards Committee to five corporate sponsors: Bell & Howell Co., Purex Corp., Standard Oil Co. (N.J), Gulf Oil and Nationwide Insurance for outstanding radio and tv programming. In part the citations read: "For leadership not only in support of quality television and radio programming, but for preaching and practicing the principle of edi-

TASCON ENSURES STATION INCOME

Television Automatic Sequence CONtrol provides TV stations with an error-proof program switching system... ensures station income...saves sponsors...



BECAUSE TV PROGRAMMING IS GROWING MORE COMPLICATED

SWITCHING ERRORS ARE OCCURRING MORE FREQUENTLY —

ERRORS THAT REDUCE STATION INCOME AND PRESTIGE...

...BUT SWITCHING ERRORS ARE ELIMINATED

AND OPERATING EFFICIENCY IS INCREASED

WHEN SWITCHING IS CONTROLLED AUTOMATICALLY BY

Television Automatic Sequence CONtrol

TASCON prevents loss of advertising income and improves operating efficiency by accurately and tirelessly switching complex program sequences on the air. TASCON is superior to ordinary automatic sequencing equipment because TASCON is a digital computer. Switching instructions stored in the computer's memory are faithfully carried out with split-second precision. Yet changes in switching instructions can be made easily and accurately. Continuous error-proof program switching is assured by the reliability of the TASCON equipment: TASCON employs circuits and components of the RW-300—a digital computer that has proved its reliability in the continuous control of petroleum refineries and chemical plants.

Because of its precision, flexibility and high reliability, TASCON has been installed by a major television station. It is daily proving its value in on-the-air, automatic, program switching.

To find out more about TASCON, get in touch with any of the offices of TRW Computers Company:

220 North Canon Drive • Beverly Hills, California
1510 Esperson Building • Houston 2, Texas
200 South Michigan Avenue • Chicago 4, Illinois
200 East 42nd Street • New York 17, New York

TRW Computers Company

a division of *Thompson Ramo Wooldridge Inc.*

8433 FALLBROOK AVENUE · CANOGA PARK, CALIFORNIA

torial freedom and non-client interference. . . ." The citations were given as part of the publication's ninth annual program of awards for distinguished advertising in the public interest. Twenty-three corporations and associations were named in the awards, which are published in the April 22 issue of the national weekly.

Other tv and radio programs cited by the awards committee for "distinguished achievement in the public interest" are: *The Texaco Huntley-Brinkley Report* (NBC-TV); Ford Motors' *Leonard Bernstein and the New York Philharmonic* (CBS-TV); *CBS Reports*, sponsored by Philip Morris Inc.; Standard Oil's *The Play of the Week*, WNTA-TV New York; *NBC White Paper*, sponsored by the U. S. Time Corp.; Texaco's *The Metropolitan Opera* on radio; Shell Oil's *New York Philharmonic Young People's Concerts* (CBS-TV); *Winston Churchill: The Valiant Years*, sponsored by Bell & Howell and Mead Johnson (ABC-TV); *NBC Opera Co.*, a sustaining program; and "The Great Debates," carried by all three tv networks. A panel of 28 educators, editors and advertising and public relations executives judged the *Review's* awards.

WHLI *takes the doldrums out of summer sales*

"THE VOICE OF LONG ISLAND"

SUMMER MONTHS... AND THE BUSINESS IS BOOMING **ON LONG ISLAND**

- 10,000,000 Summer Visitors
- 400,000 Summer Residents
- 2,000,000 Year-Round Residents

WHLI'S LONG ISLAND — ONE OF AMERICA'S RICHEST SEASONAL MARKETS! MILLIONS OF PEOPLE, SPEND MILLIONS OF DOLLARS, BUYING MILLIONS OF THINGS... ON WHLI'S LONG ISLAND!

WHLI... REACHES THE LONG ISLANDER WITH TAILOR-MADE QUALITY-PROGRAMMING

- ✻ Familiar Good Music
- ✻ Long Island Weather, Traffic, Marine, Fishing & Temperature Reports
- ✻ Long Island News and Events

They Stay Tuned To WHLI... in Summer Homes, Cars, Bungalows, Boats and on the Beaches... For Entertainment and Information... from WHLI... "The Voice of Long Island"

WHLI... Delivers the **Largest Daytime, Adult-Buying Audience** in the Booming Major Long Island Market (Nassau)... **More Than Any Other Independent Or Network Station** (Pulse)!

ADVERTISERS! Break the summer lull with the exciting new sound of summer sales on **WHLI'S LONG ISLAND**... by calling for full details, today!

10,000 WATTS
WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
the voice of long island

PAUL GODOFSKY, Pres. & Gen. Mgr.
Represented by GILL-PERNA • JOSEPH A. LENN, Exec. V. P. & Sales Mgr.

NT&T BATTLE ENDS

Two dissident stockholders elected to directors' board

Leonard Davis and Philip L. Handsman have been elected to the board of directors of National Theatres & Television in which they are minority stockholders, it was revealed Wednesday (April 19) at the concluding session of the annual meeting of NT&T stockholders. Begun April 11, the meeting was adjourned to April 14 and again to April 19 to give the tellers time to count the ballots for the directors (BROADCASTING, April 17).

The two dissident stockholders were unsuccessful in their attempt to get the company's other owners to approve their proposal to employ David Berdon & Co., public accounting firm, to investigate the financial affairs of NT&T from Jan. 1, 1958, to the present. Instead, Lybrand, Ross Bros. & Montgomery was authorized to continue for another year as auditors for the company.

Mr. Davis and Mr. Handsman each polled in excess of two million votes under the cumulative voting plan which permits stockholders to divide their 12 votes per share among not more than 12 of the 15 candidates in any way they choose. This was more than any of the company's official slate of candidates received. Highest among this list was Eugene V. Klein, NT&T president, only director aside from the two newcomers to get more than 1.8 million votes.

Noting that the votes for the management slate totaled 1,641,847 shares, or 81%, Mr. Klein commented that this looks like a vote of confidence for the management and expressed the belief that the board would support his policies and that even Mr. Davis and Mr. Handsman would join him in trying to run the company in the best interests of the stockholders.

Mr. Davis said he had no plans for any immediate action, noting "We have a lot to learn before we can urge any new policies." In general, he stated, he believes that NT&T should stick to its basic business, the operation of motion picture theatres, and stay away from such costly outside activities as NTA has been. Asked directly about NTA, he said that if NT&T again becomes a major stockholder in this tv programming company, the question of whether to continue NTA as an independent operation or to bring it back as a division of NT&T would be a "major decision" and one which would have to be carefully considered. His present opinion, he commented, is that he would recommend making NTA an NT&T division.

Queried about NTA of which NT&T now holds 38% of the stock, a company spokesman explained that under

employment, manufacturing, retailing, housing, and government payrolls show—

"DAYTON, OHIO IS DIFFERENT!"

Has Dayton purchasing power been affected by the current recession? "WHIO-TV Reports," a weekly public information program, put the question to three community leaders on a recent program. Here's what they said:

(Left to right: Brig. General E. J. Hopkins; Moderator, Phil Donahue; David L. Rike, and Dr. E. B. O'Leary.)

Brig. General E. J. Hopkins, Comptroller, Wright-Patterson Air Force Base—"last year the Wright-Patterson—Dayton Depot Complex employed 29,000 with a payroll of $190,000,000, making us the largest employer in the Dayton area. Forecasts for '61 indicate the possibility of increased expenditures. The constant purchasing power of local Air Force personnel is a stabilizing influence on the Dayton economy."

David L. Rike, President, Rike-Kumler Company, Vice President and Director, Federated Department Stores, Inc.—"We worked hard to get an increase in 1960, and we're more than holding our own in '61. The retail picture is good. Consumer demand has held steady. Local savings accounts are at a record high. Home sales are improving.

Dr. E. B. O'Leary, Chairman, Economics Department, University of Dayton—"The Dayton economy has held up better than most because of the make-up of local industry. They're diversified . . . international . . . aggressive . . . leaders in their fields. Rather than pulling in their horns, they have become more inventive and aggressive during the recent slump."

It's true. Dayton is different. Things are happening in Dayton. Daytonians are working. Daytonians are buying. And, there's an easy way to reach them. There are 543,057* TV homes in the WHIO-TV area**. It's Ohio's 3rd and the nation's 34th market. 543,057 families in a buying mood.

Shouldn't you be selling this vital, prosperous market? Now? On WHIO-TV-AM-FM?

Check with George P. Hollingbery for additional data on WHIO-TV, WHIO-AM and WHIO-FM, Dayton's High, Wide, and Wholesome Power and Programming.

*total area households, 601,060 (SRD, 1-1-61) average TV penetration, 90.35% (Nielsen Survey, Spring, 1959)

**area attributed to WHIO-TV (Nielsen 3rd Survey)

Associated with
WSB, WSB-TV, Atlanta, Georgia and
WSOC, WSOC-TV, Charlotte, North Carolina

WHIO AM—1290 KC FM—99.1 MC | WHIO-TV CBS Channel 7 Dayton Ohio

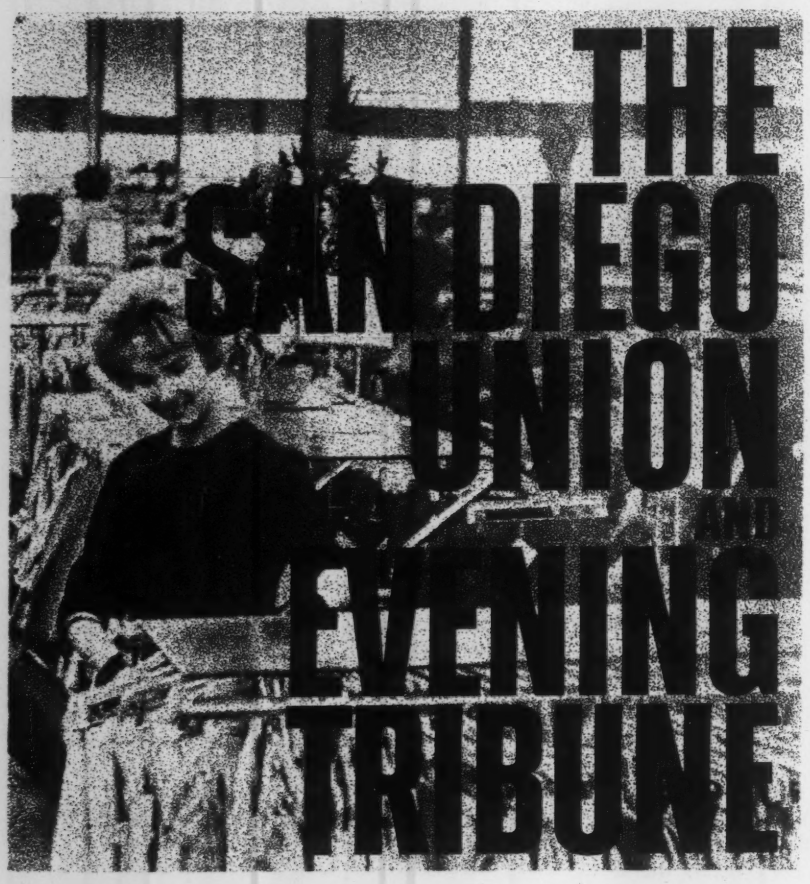
a recapitalization agreement NTA has an option to pay a promissory note for $4,233,000 by increasing its common stock and issuing 423,300 shares to make this payment and the NTA board has elected to pay the note in this way. NT&T may call for the stock at any time prior to Aug. 1, 1963, the due date, but when it receives the stock NT&T must either sell it or distribute it to its own stockholders. No decision has been reached by NT&T regarding this matter.

Directors elected, in addition to Messrs. Klein, Davis and Handsman, are: Joe Benaron, John B. Bertero, B. Gerald Cantor, Samuel Firks, William J. Friedman, A. J. Gock, Willard W. Keith, Richard W. Millar and Jack M. Ostrow. William H. Hudson and Graham L. Sterling of the official slate were not elected, nor was Samuel J. Kurland, who was nominated from the floor of the meeting.

Mr. Cantor, a major target of Messrs. Davis and Handsman in their proxy fight (BROADCASTING, March 27, April 3, 17), resigned as NT&T board chairman on Tuesday, day before the results of the balloting were announced. He will remain on the board as a director.

At the first meeting of the new board Thursday, Mr. Klein was re-elected president of NT&T. Also re-elected were Sheldon Smerling, executive vice president; Alan May, vice president and treasurer; M. Spencer Leve, vice president; Laurence A. Peters, secretary; and Paul F. Scherer, assistant secretary and assistant treasurer. At Mr. Klein's suggestion, the position of board chairman was abolished.

Messrs. Klein, Keith, Miller and Ostrow were elected to the executive committee, to which Messrs. Gock, Benaron, and Bertero were added, increasing its membership from six to seven. Messrs. Cantor and Sterling lost their places on this committee.



San Diego County, California, is 4th in apparel sales on the West Coast. To dress San Diegans, address them through the advertising columns of *The San Diego Union* and *Evening Tribune*. 81.2% of the families in the San Diego Urban Area – where 85% of retail sales are made – regularly read the weekday *Union* and/or *Evening Tribune*. 86.9% regularly read the Sunday *Union* and/or *Evening Tribune*.*

* Facts Consolidated

The San Diego Union | EVENING TRIBUNE

"The Ring of Truth" Copley Newspapers

15 Hometown Daily Newspapers covering San Diego, California – Greater Los Angeles – Springfield, Illinois – and Northern Illinois. Served by the Copley Washington Bureau and The Copley News Service. REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC. (Nelson Roberts & Associates)

Tv to get post-'48 films from Universal

Universal Pictures Corp. indicated last week the company is preparing to release some of its post-'48 feature films to television. Milton Rackmil, president, notified stockholders that Universal is presently engaged in classifying its post-'48 library of 254 features, produced between 1949 and 1956.

The films, he said, will be released in packages but he did not specify when the features will be offered for sale. Screen Gems is selling Universal's pre-'48 features but no decision has been made as to the choice of a distributor for the later films. No feature made after 1956 will be offered to tv, Mr. Rackmil said, adding Universal wants to give theatrical exhibitors five-year protection.

Paramount Pictures is the only major studio that has not released its post-'48 features or made any plans about their disposition to tv.

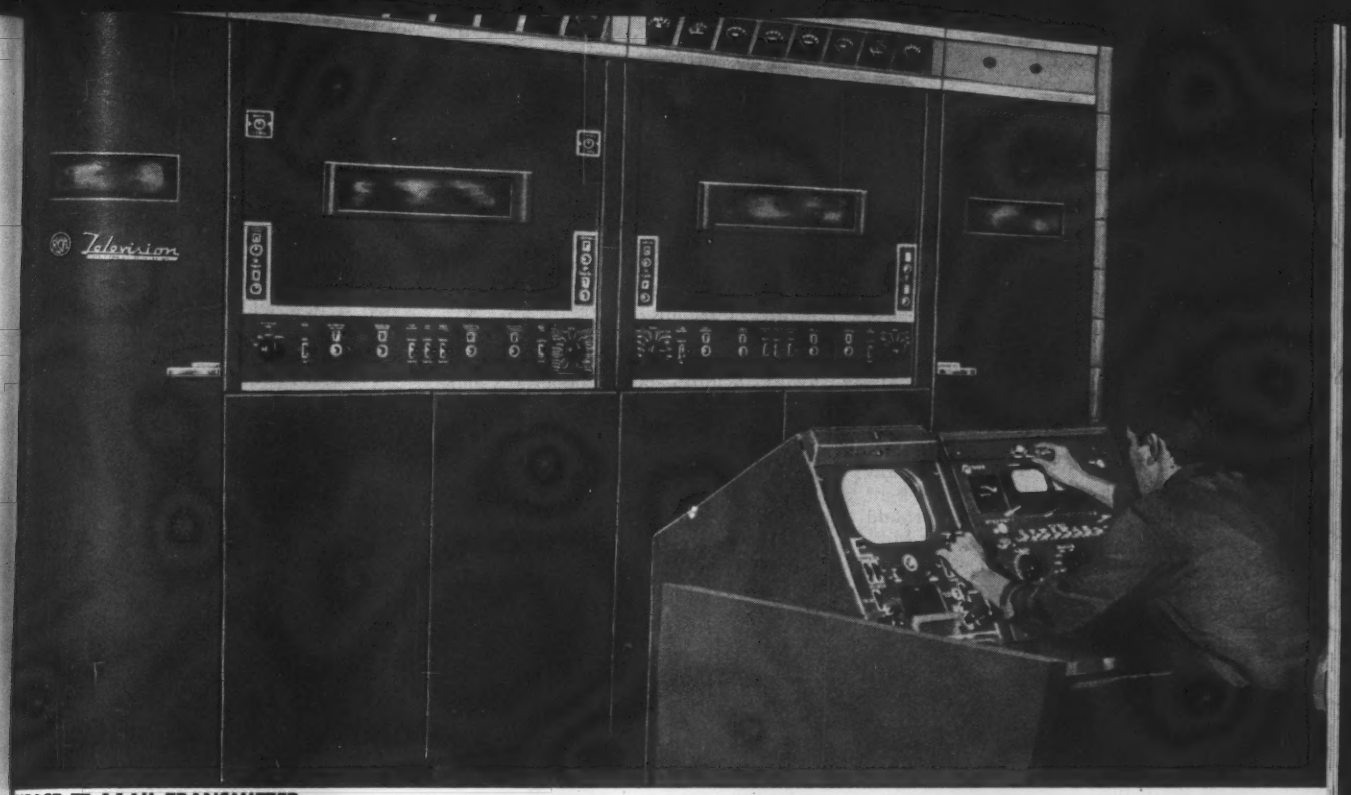
The Broadcast Information Bureau, New York, reported last week that since last August, 957 theatrical features have been released for tv showing, of which 481 are post-'48 titles. Total number of feature films now available for tv, according to BIB, is 12,209, with 2,651 in the post-'48 category.

Film sales...

Adventure Theatre (Sterling Television Corp.): Sold to KTVU (TV) Oakland-San Francisco; WLWT (TV) Cincinnati; WBNS-TV Columbus, Ohio; WSBT-TV South Bend; WMSB (TV) Onondaga, Mich., and WHAS-TV Louisville. Now in six markets.

Background: *Adventure Theatre* is hosted by Ray Forrest and features unusual films produced in many parts of the world.

American Civil War (Trans-Lux): Sold to WOOD-TV Grand Rapids; KMID-TV Midland, Tex.; WSTV-TV Steubenville, Ohio, and KTVH (TV) Wichita, Kan.



MPACT TT-11AH TRANSMITTER

Features of the RCA 11 KW VHF Transmitter that have clicked with engineers and managers

(features that make it easy to operate and improve performance)

1. **UP TO 180,000 WATTS E.R.P.**—when combined with an RCA high-gain antenna. Channels 7-13. Or can be used as a driver to obtain higher power.
2. **WALK-IN DESIGN ACCESSIBILITY**—Improved walk-in design, introduced with the TT-2BL and TT-6AL Transmitters, is an invaluable feature of the TT-11AH. A wide aisle is provided inside the enclosure between the front-line racks and power supply components to the rear. All components are readily accessible from this aisle.
3. **TUNING SIMPLICITY**—All tuning adjustments can be made from the front of the transmitter with power applied. Power amplifier cavity has been greatly simplified, and no change in frequency-determining components is required to tune to any high-band VHF channel.
4. **WIDE AMBIENT TEMPERATURE RANGE**—Operation over a wide ambient temperature range is provided by thermostatically controlled cooling of all mercury-vapor rectifier tubes.
5. **QUIET OPERATION**—All tubes and components, other than the mercury-vapor rectifier tubes, are cooled by one main blower in a sound-insulated enclosure.
6. **OVERLOAD PROTECTION** prevents extensive damage in case of circuit fault. If overload is momentary, operation is immediately restored while light remains on to indicate point of overload.
7. **DESIGNED FOR REMOTE CONTROL**—Provisions have been made for remote metering and control of all necessary functions from a remote point. These facilities may also be used to control the transmitter from a central point in the transmitter building.
8. **FEWER TUBES AND COMPONENTS TO STOCK**—Fewer spare tubes and components need be stocked since the same tube types are used in both aural and visual rf chains.
9. **ILLUMINATED METERS**—A row of large illuminated meters, mounted on a sloping-front panel for ease of reading, shows all important currents and voltages.
10. **IMPROVED COLOR PERFORMANCE**—Built-in linearity correction, accurate intercarrier frequency control, and dc on power amplifier filaments are features included for outstanding color performance.

Get the complete story from your RCA Broadcast representative; or write for descriptive literature to RCA, Dept. TD-22, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal

RCA Broadcast and Television Equipment, Camden, N.J.

RCA

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

How radio-tv will cover first U.S. astronaut

POOL COVERAGE IS MOST COMPLEX AND EXPENSIVE

With the aid of some 90 newsmen and technicians, and a vast array of equipment, ABC, CBS, NBC, and MBS will provide combined live, video tape, film and audio coverage of the $500 million Project Mercury man-into-space attempt to be held at Cape Canaveral sometime within the next few weeks. It is expected to be one of the most complex and expensive as well as important news stories covered by radio and tv.

Undeniably some of the gloss was taken off the project when Soviet Flight Major Yuri A. Gagarin orbited around the earth on April 12. But Project Mercury is a less spectacular endeavor. The first U. S. astronaut is scheduled to make a flight of about 115 miles into space and more than 200 miles over the Atlantic, but he will not go into orbit. Yet the project's importance as a necessary step to future manned explorations of space cannot be discounted.

Broadcasting's preparations for the pool coverage of the event were formulated more than a month ago by Roy Neal and Jim Kitchell of NBC, who were chosen by lot to act as pool coordinator and pool director, respectively. Mr. Neal, a reporter and producer, has done a good deal of space and science reporting in recent years. Mr. Kitchell is senior director of NBC-TV's *Huntley-Brinkley Report,* and at 34 years of age is considered a veteran scientific newsman.

The extent of the broadcast coverage is so tricky and vast that a pooling of network facilities and personnel was the only logical answer to effective reporting.

It is Mr. Neal's well-calculated guess that the space capsule will be launched by the middle of May but he says it possibly could be delayed. "Postponing," he declares, "defeats the budget and God knows the budget for a public service show of this kind will probably be a record high." Mr. Neal will not even guess at the total pool costs. He feels that too many intangibles might affect the final figure.

There will be little advance notice to the public before the launching takes place. The pool operation will be alerted about two weeks before launch day, but it will not be permitted to go on the air until 10 minutes before launch time. This will occur sometime between 8 a.m. and 1 p.m. The pool operation will remain on the air for three to four hours, or until the astronaut is launched, completes his downrange flight in the vicinity of Grand Bahama Island, and is picked up by waiting ships and brought to the island. For security reasons, the astronaut will not be allowed to give any tv or radio interviews. That will have to wait until after he reports to Washington.

Ground Rules ▪ Alerting the public to the nature, importance and time of the event will be a difficult and crucial task. All before-the-event programming will be done independently by interested stations and networks. They will be permitted to start taping and filming preliminary material about two weeks before the launching, but they will not be allowed to release material taken inside the Cape Canaveral base until after the pool operation goes on the air. Stations and networks are, of course, free to use material taken outside of the base at their own discretion.

The night before the launch, stations will make regular announcements about coverage of the man-into-space attempt. These will be supplemented by night-before programming about the nature of the event.

The logistics of the launch call for the chosen astronaut to leave his preparatory hangar, dressed in his pressure suit, 2 hours and 35 minutes before firing time. CBS-TV will be responsible for a pool mobile camera unit outside the hangar with CBS News correspondent Richard Bate as pool correspondent.

The astronaut then goes to the firing point which will be covered by five ABC-TV remote controlled but unmanned vidicon cameras placed on the gantry that houses the Project Mercury missile. NBC correspondent Herbert Kaplow and a CBS one-camera crash unit will be allowed to circulate around the firing pad until 45 minutes before firing time, at which point the unit will then cover any possible firing or flight "abort" from a forward medical position.

At zero hour, two image orthicon cameras will provide shots of the Cape

WNEW adds 'Space' man

WNEW New York last night (April 23) presented *"Man in Space,"* a special hour-long edition of the station's *News Closeup,* (7 p.m. EST), to introduce aeronautical expert Martin Caidin, a new addition to its staff. Mr. Caidin, author of 26 aeronautical books including the current *Astronauts,* will also appear on WNEW's sister station, WNEW-TV. He was inadvertently reported by BROADCASTING last week as being a member of the television outlet's staff.

We are pleased to announce, as Brokers, the completion of our recent transaction:

$6,000,000

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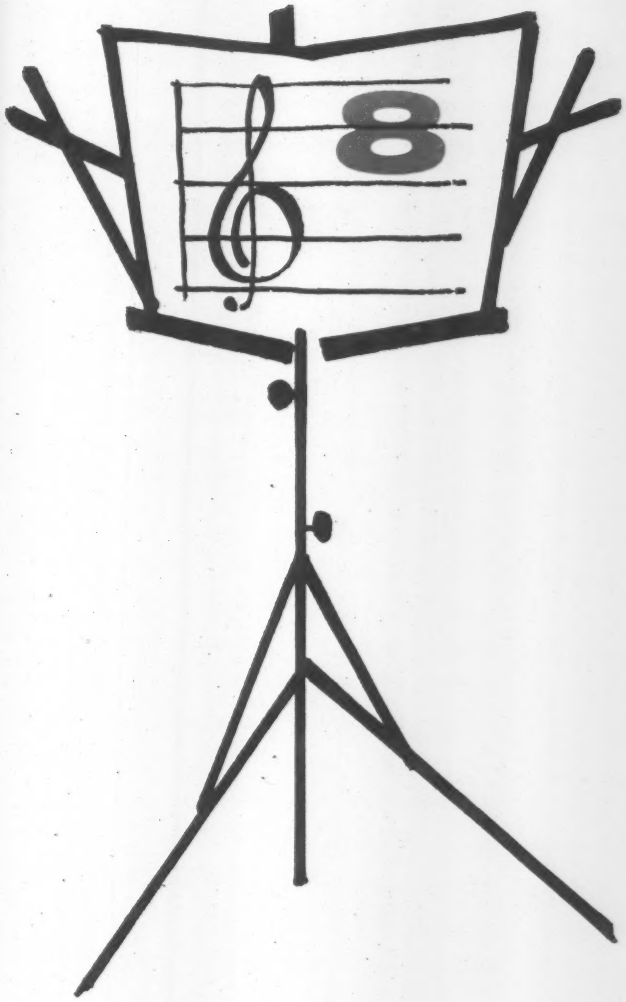


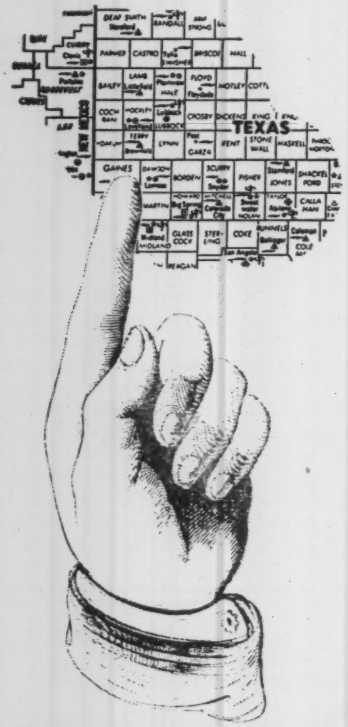
KEY OF Cleveland:

WJW-TV is in tune with Cleveland and Northern Ohio, and Cleveland and Northern Ohio tune in to WJW-TV. With diversified local and CBS programming, award-winning news shows, sponsored public service programs and top movies, WJW has built a large and devoted audience. It's an audience that responds by putting your sales on a bigger scale in Cleveland.

WJW TV 8
CBS CLEVELAND

A **STORER** STATION BACKED BY 33 YEARS OF RESPONSIBLE BROADCASTING • **CALL KATZ**

Your single purchase buys co-ordinated promotion and coverage over 67,000 square miles in West Texas and East New Mexico! Here, the West Texas Television Network serves the CBS signal to a 62-county area and 1,079,300 people with effective buying income of $2,054,386,000 and retail sales in excess of $1,409,857,000*



*All figures are unduplicated by any W.T.T.N. stations. Ref.: Sales Management 1961 Survey.

west texas
television
network

W. D "Dub" Rogers, President and Gen. Mgr.

NATIONAL REPRESENTATIVE
THE BRANHAM COMPANY

COLORCASTING

Here are the next 10 days of network color shows (all times are NYT).

NBC-TV

April 24-28, May 1-3 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

April 24-28, May 1-3 (6:30- 7 a.m.) **Continental Classroom** (contemporary math), sust.

April 24-28, May 1-3 (10:30-11 a.m.) **Play Your Hunch,** part.

April 24-28, May 1-3 (11-11:30 a.m.) **The Price Is Right,** part.

April 24-28, May 1-3 (12:30-12:55 p.m.) **It Could Be You,** part.

April 24-28, May 1-3 (2-2:30 p.m.) **The Jan Murray Show,** part.

April 24-27, May 1-3 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

April 24, May 1 (9:30-10 p.m.) **Concentration,** P. Lorillard through Lennen & Newell.

April 26, May 3 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel.

April 26, May 3 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

April 27, May 4 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

April 28 (9-10 p.m.) **Bell Telephone Hour,** AT&T through N. W. Ayer.

April 29 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

April 29 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

April 29 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

April 30 (6-6:30 p.m.) **Meet the Press,** co-op.

April 30 (9-10 p.m.) **The Chevy Show,** Chevrolet through Campbell-Ewald.

and the launch from a forward observation point about 2,500 feet from the missile firing site.

The working press area will be located about 7,000 feet from the point of firing and ABC will provide a four-man mobile unit utilizing four image orthicon cameras to record happenings there aided by CBS correspondent Charles von Fremd's commentary.

None Inside ▪ No cameras will be allowed inside the Mercury Control Center during critical times because it is felt their presence might cause some nervous technician to push the wrong button. It is planned, however, to have a four-camera mobile unit video tape record the control operation during a mission simulation days before the actual event and to substitute this coverage for the live control room activities. This phase of the coverage will be supplemented by audio-only bulletins given by a NASA spokesman every two minutes while the astronaut is in flight.

The astronaut's flight down range over the Atlantic will be covered by film crews and correspondents aboard a U. S. aircraft carrier, two destroyers, aircraft, and at Grand Bahama Island.

Heart Beat ▪ The heart of the pool operation is a main switching center, which is a control operation capable of receiving, recording and transmitting video and audio. The switching center, which is contained in two 35-foot trailers, was designed specifically for Project Mercury and future pool operations by Warren Phillips of NBC and was constructed by engineering personnel of all three major tv networks, using NBC equipment.

After the pool broadcast goes off the air, individual stations and networks are expected to take over with special programming. Pool coverage, however, will continue for the next 48 hours and pool material will be fed to stations at intervals during that period.

Project Mercury pool service will be made available to any station or network that requests it. For radio participation it is planned to charge any network (25 or more stations) one-eighth of 15% of the total pool costs. For other than networks, charges will be made as follows: radio—$250 for participation. If the subscriber feeds more than one station with such coverage, each additional station will be chargeable at the rate of $75. Tv subscription for other than networks will be at the rate of $1,000 per participation. If more than one station is serviced, an additional charge of $250 per station will be made. As of this date some 75 non-affiliated radio stations and at least four independent tv stations have signed up for the pool service.

Extensive worldwide coverage of the space capsule shot will also be provided. The British Broadcasting Corp., the Canadian Broadcasting Corp., the West German tv network, and the Voice of America will be among the international outlets serviced.

Yuri causes late changes in tv 'Man in Space'

The success of the Russians in putting a man into space and getting him safely back to earth again was a shock to many Americans, but it could have been a major castastrophe to Wolper-Sterling Productions. The W-S tv special, *Project: Man In Space,* dealing with the astronaut and manned spacecraft projects in the U. S. and Russia, was complete and ready for distribution to stations in 50 major markets for broadcasting early in May. Tidewater Oil Co. is sponsoring the hour-long

How much does it cost to put on the dog on tv?

In vaudeville a monkey act traditionally was desirable because you could pay the talent peanuts. But it takes a good deal more than round steak ground to maintain the top animal series in television—*Lassie*.

The cost of putting on the dog is revealed in contracts included in the SEC registration statement of Wrather Corp., which holds the *Lassie* franchise (BROADCASTING, April 3).

The program has been sponsored by Campbell Soup since 1954 through BBDO. Mr. Wrather bought rights to it in 1956 for $2,706,694. Campbell's sponsorship agreement was retained and a complicated series of subcontracts provided compensation for those who had originally launched and guided the series.

The original Campbell contract provided $23,875 a program for 26 episodes; the sponsor agreed to pay $12,062 per program to rerun the entire series or $17,125 per rerun for a selected 13 programs. Renewal of the contract (through option) provided for an approximate 15% increase for subsequent series, and a 10% increase for reruns.

Annual Increase ▪ A less tentative contract drafted in 1956 showed the sponsor's satisfaction with the series. Under this arrangement, Campbell paid $37,675 for each of 39 episodes with the privilege of repeating any 13 without cost. Renewals of this contract increased annually —$43,562; $46,500; $50,000; $52,500.

According to TELEVISION magazine's survey of program production costs, *Lassie* now runs $34,000 per telecast. Campbell Soup pays an annual estimated gross time cost of $3,618,120 to CBS-TV for the program's Sunday 7-7:30 p.m. time slot.

Wrather Corp. agreed in the contract to abide by certain sponsor strictures. The name *Lassie* was reserved (the syndicated rerun series is called *Jeff's Collie*) and pictures of the dog and the principal actors in the series can be used only to promote the program or the company. The sponsor has the right to reject episodes in the series and on rare occasions has exercised that right.

The star of the series gets $1,500 per program—indirectly. The fee and transportation and living costs are paid to the Studio Dog Training School. Child star Jon Provost's original contract started him at $269.23 a week for the first year he starred, rising to $576.92 in the fourth year; $1,153.85 for the seventh year. His mother gets $50 for each week to cover expenses. Actors in addition to the regular cast get an aggregate average salary of $3,490 per week.

documentary in these markets as, a month earlier, it had sponsored an updated repeat of *The Race For Space*, which had first been issued a year ago.

Wolper's relations with the Soviet government, however, were sufficient to turn the impending tragedy into an important advantage for both the telecast and its advance promotion. Footage of the takeoff of Maj. Yuri Gagarin on his historic flight, his voice from outer space and his triumphant reception in Moscow, was flown to Hollywood. Last week everyone at Wolper-Sterling was working around-the-clock to get this last-minute development inserted into the program before the shipping deadline.

Jack Haley Jr., who directs-produces the documentary in cooperation with our own Dept. of Defense, National Aeronautics & Space Administration and the Soviet government, said that while the first news of Maj. Gagarin's accomplishment came as a blow, the addition of this new footage to the program is a tremendous plus.

Program notes...

Sample sound effects ▪ Announcement has been made by MP-TV Services, 7000 Santa Monica Blvd., Hollywood, Calif., of new seven-inch 33⅓ rpm record containing a sample of 14 different sound effects. It is available with a 56-page catalogue of the company's complete line for $1 postpaid. The various effects range in time from four seconds for a car horn to 45 seconds for a heavy rain. The firm stocks over 2,000 different effects.

'Light' continues ▪ Contract for a second season's cycle of 39 quarter-hour *Light Time* programs for television has been made with Fred Niles Productions, Chicago, by the National Lutheran Council.

Portland music ▪ KGW Portland, Ore., next month will begin programming "Portland Picked Music," musical selections based on a special survey of the people of Portland. A ballot is to be printed in the local press to permit viewers choices.

Retrospect ▪ The Office of Civil & Defense Mobilization, Battle Creek, Mich., is offering a new series, *Retrospect* (13 fifteen-minute shows), to television stations. Narrated by Douglas Edwards, CBS-TV News, the series features a variety of documented events including the bombing of Pearl Harbor, the Berlin airlift, Winston Churchill, baseball greats and others. Distribution is being handled by Sterling Movies, U.S.A., N.Y.

Option ▪ Four Star Television will continue to headquarter at Republic Studios for another year, having picked up its option. The company still holds options for three years under its five-year rental pact with Republic. A new production slate is being mapped out, with a mid-May start scheduled for several new tv projects.

Jazz at WAJC ▪ On Friday, April 28, WAJC Indianapolis will begin a 28-hour jazz marathon for the fifth year in a row. The program will feature interviews and records.

Reacquired, reassigned ▪ Roland Reed productions, producer and owner of *Waterfront*, a series of 78 half-hour situation comedy programs, has reacquired the series from MCA-TV and assigned marketing rights to Tv Marketeers Inc., N. Y. Wynn Nathan, Tv Marketeers president, at the same time announced the distributor's appointment as New York representative for the Bernie Sindell agency of Beverly Hills, whose first property is a half-hour adult cartoon series called *Straight Talk Jackson*.

Soldiers' radio ▪ The Armed Forces Radio's Far East Network is busy filming a suspense series for the edification of the troops. The series is being made in Tokyo with an all military or dependent cast. The title of the series is *Macabre*.

Adenauer in Texas ▪ When Konrad Adenauer visited Austin, Tex., last Monday KVET wrote the score. The station played nothing but German music—polkas, marches, and so forth—from 5 a.m. until 1:30 p.m. when the chancellor left.

McAndrew honored ▪ William R. McAndrew, executive vice president, NBC News, has been named winner of Villanova U.'s St. Augustine award for 'distinction in the field of communications journalism."

AT&T wants private satellite launched

If some agency of the federal government would provide the launch, the first private experimental space communication satellite would be ready for orbit by Christmas. And a world-wide service using fifty such satellites could be in operation within three or four years, possibly less.

This was the progress report given Wednesday to stockholders of the American Telephone & Telegraph Corp. by President Frederick R. Kappel. He spoke at the annual stockholders meeting held in Chicago. It was the first stockholders' session outside of New York in 76 years. A record attendance of 18,420 was tallied officially during the meeting, although more than 20,000 stockholders were accounted for prior to the start of the meeting.

Devoting a large part of his report to the company's space communication plans, Mr. Kappel said "we have the technical know-how to put these proposals into effect, We can act promptly and there is great need for prompt action." He observed that the FCC has already assigned frequencies for experimental use in the AT&T system and "we are ready to move. What we are seeking today—and have been seeking for several months—is for some branch of the government to provide facilities for launching experimental satellites that we would be glad to pay for." The FCC has acknowledged "that the earliest realization of a commercial system is a national objective," Mr. Kappel said.

AT&T wants no monopoly in space satellite communicaions, Mr. Kappel said, indicating that the firm would be willing to allow other communication firms to participate and share costs in the venture.

An operating continuous service system linking the U.S. and Europe could be established using 20 to 25 satellites, Mr. Kappel said, with 50 "birds" providing complete worldwide service. The space system would supplement, not replace, the rapidly expanding cable and radio systems now in use. The AT&T satellites would orbit within a few thousand miles of the earth, hence a larger number are required, he explained. This is more feasible now than proposals for fewer but more carefully positioned satellites at 22,000 mile orbit, a feat that is more difficult to achieve at the present, he said.

AT&T has just received $950 million in new working capital as a result of a major stock subscription, Mr. Kappel reported. "It is the largest single piece of financing in the history of any business," he said.

Film and tape

To permit sight-and-sound coverage of news on the scene, no matter how far from the studio or power lines, Stancil-Hoffman Corp. has developed a 13-pound portable Minitape nickel-cadmium lifetime battery operated magnetic tape recorder which can be synchronized with a spring-driven motion picture camera. Installation of a simple electrical impulse generator coordinates camera and recorder for broadcast quality results. Price of Minitape machines, generator, microphone and battery charger combination is less than $1,000.

Technical topics...

New tv amplifiers ▪ General Electric has made delivery on its first four 35 kw vhf high-channel tv amplifiers. Recipients of the amplifiers were KEZI-TV Eugene, Ore., WRDW-TV Augusta, Ga., WSTV-TV Wheeling, W. Va., and WTOC-TV Savannah, Ga. The amplifier will allow these stations to go to maximum power operation.

Triad viewfinder ▪ Triad Corp., Encino, Calif., is now offering its popular 20-80 lens with a built in viewfinder. The lens fits any C mount 16mm camera and provides focal lengths for 20mm to 80mm, wide angle, normal or telephoto shots. Iris is constant at f/2.8 and focusing scale ranges from 48 inches to infinity. The finder may be positioned for any spot in the 360 degree range and a framing mask can be rotated for horizontal positioning. As an additional feature, the eyepiece closes, preventing feedback of light. More information may be obtained by writing to the company.

Film editing table ▪ A new high-speed editing table and viewer for rapid film scanning has been introduced by Camera Equipment Co., 315 W. 43rd St., N. Y. Its features include a speed range of 0-250 ft. per minute, 4" x 6" screen, and an optical sound head. Price is $2,500 for 16mm table; $1,750 for 35mm table.

Prodelin catalogue ▪ Prodelin Inc., Kearny, N. J., has issued its new catalogue 595 for its "800" coaxial transmission lines. It is 40 pages long and includes other Prodelin products such as EIA type flanges and dehydration accessories.

General Electric re-enters color tv

Another major tv receiver manufacturer, the General Electric Co., has announced it will re-enter the color tv receiver market this fall (AT DEADLINE, April 17). It follows by only several weeks Zenith Radio's decision to manufacture a line of color receivers for fall distribution (BROADCASTING, Feb. 17).

A spokesman for General Electric said its line of color sets will be introduced to distributors as early as next month, making them available on the consumer market in August, but that the "real advertising push" will not begin until after Labor Day. The sets will feature a color balance stabilizer and will use a 21-inch shadow mask picture tube. According to the company, the color balance stabilizer, which was developed and patented by GE's tv receiver department, "successfully overcomes" the problem of color changes in relation to picture brightness.

In re-entering the color tv receiver market, GE, which dropped out of it five years ago, said that its move was prompted by "the belief that color tv is now entering the initial phase of mass-market acceptance which, eventually, will put it in a major position in the tv market."

RCA, which for years was the sole important force in the field, immediately issued a statement expressing its "delight" that GE is taking its place alongside other tv manufacturers marketing color sets. The company predicted GE's move would "provide further impetus to the march of progress" in the industry.

Other manufacturers were cautious. A spokesman for Westinghouse, which has not included color receivers in its consumer line since 1957, said that the company, "was studying the question constantly," but would probably not go back to producing sets until "more sets are sold, the price differential between color and black and white receivers is narrowed, and more color programs are broadcast."

Sylvania Home Electronics Corp. indicated that it still has not reached a decision.

WHY 6 OUT OF 7* TAPE-EQUIPPED TV STATIONS BUY AMPEX TELEVISION RECORDERS

1 **"It opened up new territories** for us in sales and production. Not only the obvious ones, such as increasing the number of spots, but we find that it becomes much more advantageous for the small agency at the local level to buy (taped) spots on a plan basis because these spots can be repeated with little extra charge. I cannot single out the most important function of our **Videotape**† Television Recorders — all their functions are important. We have made better use of our personnel and facilities. And we have cut down the cost of spot announcement production. We have been able to sell the machine and its capabilities along with our own programming and production standards.... We certainly need the recorders and they, in turn, need us. Now tape places at our fingertips — and pocketbooks — another tool for creative broadcasting.... Why we bought Ampex? Ampex invented **Videotape** and it's proved itself to the entire industry. You can't ask for more than that." — **Lawrence M. Carino, General Manager, WWL-TV, New Orleans, Louisiana.**

2 **"We've used the Ampex VTR to make money** and increase business ... very definitely. We'll go on record as we have in the past. We know that the Ampex Television Recorder used properly, and sold aggressively, will pay for itself very easily.... It's increased our business by virtue of the volume that we couldn't have obtained without the machine. It's so successful that we frequently go out to the used car lots, for example, or the furniture stores, or even the banks, and do their commercials on location on tape. There are so many ways we've used the Ampex Television Recorder to make money, that it's hard to pick out the ones to talk about.... We wouldn't have the VTR's if they didn't make money. We think so highly of ours we're about to spend another 50 thousand dollars on Ampex equipment. I guess that lets you know how we feel about Ampex. **Videotape** is their baby all the way. Always has been." — **George W. Harvey, Vice President and General Manager, WFLA-TV, Tampa-St. Petersburg, Florida.**

3 **"It's a great selling tool.** I don't see how anybody stays in business without it.... This market does more dollar volume of local business than a great many of the three-station markets in the country. A great percentage of that business is on **Videotape.**... It gets local business because it absolutely takes the risk out of it. For example, it's awfully hard for an advertiser to visualize from a piece of copy paper with a video column and an audio column just what his commercial is going to look like on TV. But if the salesman can say, 'I've got a spot all recorded for you on your fall coat sale, and I want you to see it,' then he's sold. What do we think of Ampex? They're the leaders in tape. They put tape on the map, and as far as we're concerned, it's the Ampex VTR that's keeping it there." — **John Tyler, General Manager, KFDA-TV, Amarillo, Texas.**

4 **"More than $3,000 a week in billing** — both announcement and program — dependent on one Ampex tape machine. That's a typical week here at Channel 5. We've been in business with **Videotape** for slightly over two years and our one machine shows 3,272 hours of use and service.... Ninety percent of our political business last fall was on tape. I don't say we wouldn't have gotten it on a live basis, but it was easier, less costly, and much more convenient to candidates, having the busy grass roots schedules they do.... Sure, we see every reason for getting a second machine — and we shall eventually, but we've done a phenomenal job with one for two years. There's no question about our choice of Ampex. They **are** TV tape recording, no doubt about it." — **Fred Fletcher, Executive Vice President, WRAL-TV, Raleigh, North Carolina.**

5 **"We've increased our income** with the Ampex Television Recorder by not having to spend so much time and money in getting and keeping business. What we produce on our VTR is keeping clients sold. We're putting our efforts where they'll do us the most good and our billing is increasing all the time. An end effect has been that our production, because of the Ampex Television Recorder, now puts us — a secondary market station — on a par with the quality of metropolitan market stations. ... Frankly, I can't see how some of these secondary market stations can afford to operate without a Television Recorder. We're sold on TV tape recording — sold on our Ampex equipment, too. Ampex has been the leader for five years now." — **Bill Hoover, President, KTEN-TV, Ada, Oklahoma.**

6 **"We do more jobs ... better** with **Videotape** Recording. Business is better than it's ever been and we have a smoother, more efficient operation. For us, Ampex VTR is a basic piece of equipment that fit into our operation right from the start. It's no 'sacred cow' to us; everyone here operates it. And essentially, it gives us a whole crew of operators plus announcers ... a real problem-solver when it comes to scheduling personnel. From an operating standpoint, it's tremendous. Today, for instance, the boys are knocking out 15 1-minute commercials. And we have scheduled as many as 63 recordings in one operating day. I wouldn't want to go back to operating without an Ampex." — **Al Beck, Chief Engineer, KGBT-TV, Harlingen, Texas.**

VISIT AMPEX NAB EXHIBIT NO. 28

*7.46 AS OF JANUARY 1, 1961 IN THE U.S.A. AND CANADA.

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VIDEOTAPE TELEVISION RECORDERS: VR-1000C Deluxe Console, VR-1001A Upright Model • **MAJOR VTR ACCESSORIES:** Inter-Sync†, Amtec†, Color Facility

TELEVISION CAMERAS: Ampex — Marconi Mark IV

FCC pushes option time to the brink

BY 5-2 VOTE COMMISSION ASKS COURT TO REMAND DECISION TO IT

The traditional network-affiliate way of doing business is on the precipice again. Option time is going to be reconsidered by the FCC.

A key consideration is the element of purported antitrust violation which in some circles is believed inherent in the practice.

In a move almost without precedent in its 27-year history, the FCC last week asked the U. S. Court of Appeals in Washington to send back its 1960 decision on tv option time because, the commission said, it wants to reconsider it.

Like a true radio serial cliff-hanger, the first inkling of a change in the commission's thinking came on Monday, the deadline for the FCC to file a reply brief in the current litigation. It asked the court for an extension until Friday because there was some thought that the September 1960 decision should be reconsidered.

On Wednesday, during the regular meeting, the commission by a 5-2 vote ordered its general counsel Max Paglin, to ask the court to send the decision back. It also ordered him to tell the court that on remand it was going to vacate the order.

Objecting to this move were Commissioners Robert E. Lee and John S. Cross. Mr. Lee dissented to the action because the basis for it is not reflected in the order. He said that seven months ago the commission majority "upon a searching review" found that option time was reasonably necessary for the continued existence of networking. He concluded by stating that in the interest of administrative finality it would be better to let the court determine the validity of the order.

Commissioner Cross concurred in Mr. Lee's dissent.

Attacked by KTTV (TV) ▪ The Commission's 1960 order, which reduced to two hours and 30 minutes the amount of time any station may option to a network during each of the four segments of the broadcast day, was appealed to the court by KTTV (TV) Los Angeles. The target of KTTV's attack is the commission's finding that option time is necessary for networking and that networking is in the public interest. The Los Angeles station, abetted by the Dept. of Justice, claimed that option time was illegal and should be prohibited entirely. The Justice Dept. asked the court to remand the decision back to the FCC for consideration of the antitrust issues.

The three networks, plus three groups of affiliates, attacked the KTTV claim. In a single brief, the joint intervenors last week maintained that the FCC considered all the evidence and ruled properly in determining that option time is a necessary element in networking. They argued that it is not the function of the FCC to adjudicate the validity of practices under the antitrust laws.

Twice, while the FCC was deliberating on the option time rulemaking, the Dept. of Justice submitted comments indicating that it thought option time was a violation of the antitrust laws. The first time it expressed the view that option time was a *per se* violation; the second time, Judge Victor H. Hansen told the FCC that in his opinion option time runs afoul of the antitrust laws.

King Vote Issue ▪ The 1960 decision had four commissioners voting to reduce option time by 30 minutes, and three dissenting.

In the majority view, Commissioner Charles H. King issued a separate concurring opinion which emphasized that he was making no judgment on the antitrust issues but only between maintaining the three hour rule or reducing it to two and one half hours.

The dissenting commissioners, Rosel H. Hyde, Robert T. Bartley and Frederick H. Ford, argued that the commission had no right to find that option time was "reasonably necessary" for networking. They expressed the fear that the FCC's action might inhibit any antitrust attack by the Dept. of Justice or by private litigants. The trio indicated that it might be better to drop all references to option time and let the networks and station work out their own arrangements—all in the interests of more competition.

Since then New Frontiersman Newton N. Minow has been appointed chairman of the FCC. His thinking, it may be assumed, is along the lines of the 1960 minority. This presages, it is believed in some quarters, that a recon-

WAVE-TV viewers use 28.8% more GAS and OIL

—because they drive 28.8% more miles, in 28.8% more cars, trucks and tractors!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
NBC SPOT SALES, National Representatives

*No gambling when you buy WBRZ in Baton Rouge . . . Baton Rouge as a market ranks just below Ft. Worth-Dallas, Houston and New Orleans. It's the 4th largest market in the Gulf South-an area made up of the states of Louisiana, Texas and Mississippi. The Baton Rouge market, with a population of 1,561,000 and retail sales of $1,285,000,000.00, is served completely by television station WBRZ. Baton Rouge is truly too BIG a market to be overlooked on any list. Call your Hollingbery man.

NBC ABC

WBRZ *Channel* **2**

An extra month to debate FCC program forms

Broadcasters have been given an extra month to ponder the FCC's proposed new programming form and to provide substitute solutions to the controversial issue (BROADCASTING, April 17, 10).

Following a special meeting last Tuesday (April 18) among the top executives of the FCC, NAB and the Federal Communications Bar Assn., the deadline for commenting was extended from May 1 to June 1.

The broadcasting spokesmen asked that a special industry-FCC committee be established to work jointly on revisions which would make the planned Sec. IV of application forms more palatable to the industry. Commission Chairman Newton N. Minow did not go along with the establishment of a formal committee but "informal" discussions are planned with Broadcast Bureau Chief Kenneth Cox. The first such meeting probably will be held late this week.

Almost certain to emerge from the new talks will be separate program reporting forms for radio and television. Support for such a change is growing at the FCC (BROADCASTING, April 10) and the NAB is known to favor separate questions.

It is expected by some that if the NAB-FCBA-FCC talks result in agreement on additional changes to the proposed questions, a still further extension for comments will be granted. Another school of thought, however, is that the commission should go ahead and close out the time for formal comments and incorporate any desired changes before a final rule is issued. Industry spokesmen generally are expected to seek an extension beyond the new June 1 deadline, it was stated.

The NAB was encouraged by the concession granted last week. "I honestly think we can work out something better than what is now proposed," stated Douglas Anello, chief counsel of the NAB.

Present at last week's meeting in addition to Messrs. Minow, Cox and Anello were NAB President LeRoy Collins, FCBA President Robert M. Booth Jr., Frank Fletcher, immediate past president of the FCBA, and James Sheridan, special assistant to the FCC chairman.

The commission has been studying changes in its program reporting forms for over two years. The present rulemaking was issued last February. Originally, comments were due April 3 but this was extended to May 1 at the request of the NAB (BROADCASTING, March 20).

sideration of option time may result in its deletion—or even its prohibition.

In the event the FCC deletes all references to option time, networks and stations are seen making their own terms. If this is contrary to the Sherman or Clayton Acts, it is presumed, the Dept. of Justice can step in with an antitrust suit. Or, a station could institute a suit for restraint of trade.

There is some feeling, however, that the new majority—if there is a new majority—may go all the way and prohibit the practice entirely. In some circles, this possibility is considered more likely than the former action.

Barrow Antecedents ▪ The option time case arose with the 1957 Barrow Report on television networking practices. It found that option time violated the Sherman Act and recommended that the FCC abolish it.

Hearings on the whole gamut of Barrow Report recommendations were held in 1958. All the networks and committees of their affiliates testified in opposition to the Barrow recommendations, and in favor of the continuance of the optioning practice. The only support came from KTTV and several syndicators of program material.

Trial set for quiz winners

Trial is scheduled May 8 in New York for 15 tv quiz show winners who have pleaded not guilty to second degree perjury. Last week in special sessions, Elfrida von Nordroff and six others pleaded not guilty. Previously, trial date was set for Charles Van Doren and others.

THEIR FEARS WERE UNFOUNDED

Agencies sending Harris copies of White House reports

Congressional fears that monthly reports the FCC and other regulatory agencies are sending to the White House would be kept secret appeared last week to be groundless. Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, has been receiving copies of them regularly—from the agencies.

This was revealed by House Freedom of Information Subcommittee, which had been urged by Rep. William H. Avery (R-Kan.) to request that the reports be made available to Congress.

The subcommittee file contained a letter from Rep. Harris stating he had received copies of the reports made "thus far" and would give them to members of his committee "if and when desired." The letter was dated March 29. Rep. Avery was a Commerce Committee member at the time.

Until last week, it had been widely assumed that the reports were not going to Congress. Presidential News Secretary Pierre Salinger, in response to a direct question last month, said copies would not be made available (BROADCASTING, March 20). The impression this created was never publicly corrected, and it lent additional weight to congressional charges, mainly from Republicans, that the President was seeking to undercut congressional authority over the regulatory agencies.

Harris Makes Arrangements ▪ In his letter to the Freedom of Information Subcommittee, Rep. Harris said he had made arrangements for securing copies of the reports which were "understood by the agencies and the White House," and were acceptable to all concerned.

Armed with this letter, Rep. John H. Moss (D-Calif.), chairman of the Freedom of Information Subcommittee, who is also a member of the Commerce Committee and its Communications Subcommittee, replied to Rep. Avery's request on April 4 with the comment, "I am pleased to inform you that your fears are unfounded. . . . Arrangements have been made for the appropriate legislative committee to receive copies of all future reports."

Frederick G. Dutton, the presidential assistant who originally directed the agencies to submit the monthly reports (CLOSED CIRCUIT, March 13), last week shed additional light on the arrangements referred to by Rep. Harris. He said the agencies, with White House approval, were supplying the Congressman with copies of the reports.

'Fine' ▪ He said that Rep. Harris had told the White House he wanted to be kept informed, that he felt the annual reports of the agencies were unsatisfactory and that monthly reports would be more helpful. "And we said 'fine,'" Mr. Dutton added.

According to those who have seen the reports there is nothing in them to cause concern. They reportedly contain fairly routine information, dealing with agency problems and progress, and

Type 315B/316B 5,000/10,000 Watt AM Transmitter

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ARB CONFIRMS IT!

KELO-LAND TV

swamps America's 103-County Market every hour, every day!

LIKE THIS! Homes reached Monday thru Friday, 6 p.m. to midnight.* KELO-LAND TV 47,800. Others 10,900.

LIKE THIS! Homes reached Sunday, 6 p.m. to 10 p.m.* KELO-LAND TV 60,500. Others 19,500.

LIKE THIS! Metro area share Saturday, 6 p.m. to midnight.* KELO-LAND TV 76.1. Others 23.9.

*ARB Tv Audience Report, Nov. 1960

No other tv medium gets into this market like the interconnected hookup that's already in—solid!

CBS • ABC

KELO tv LAND

KELO-tv SIOUX FALLS; and boosters
KDLO-tv Aberdeen, Huron, Watertown
KPLO-tv Pierre, Valentine, Chamberlain

JOE FLOYD, President
Larry Bentson, Vice-Pres. • Evans Nord, Gen. Mgr.
Represented nationally by H-R
in Minneapolis by Wayne Evans & Associates

MIDCO
Midcontinent Broadcasting Group

KELO-LAND/tv and radio Sioux Falls, S. D.; WLOL/am, fm Minneapolis-St. Paul; WKOW/am and tv Madison, Wis.; KSO radio Des Moines

steer clear of matters under consideration.

Apparently, however, the copies have to be requested. Sen. Warren G. Magnuson, chairman of the Senate Commerce Committee, has not asked and is not receiving them. But another check on the reports' propriety, so far as the FCC is concerned, at least, is that all seven commissioners know what is going into them. FCC Chairman Newton N. Minow has reportedly reversed his original position on the matter and is supplying his colleagues with copies of his reports to the White House.

ALLOCATION JUGGLING

Proposed multiple shifts in Rochester, Syracuse bring varied reactions from area broadcasters

Allocations proposals by the FCC and by broadcasters drew mixed cries of joy and horror last week.

The bulk of comments were directed to the FCC rulemaking proposal to add one vhf station in both Rochester (ch. 13), and Syracuse, N. Y. (ch. 9) (BROADCASTING, Dec. 5, 1960). The proposed rulemaking would also shift ch. 5 from Rochester to Syracuse and ch. 8 from Syracuse to Rochester. Generally, existing vhf stations in those markets did not oppose the plan but would add conditions about where they would be shifted and how soon the changes should take place.

Existing Rochester stations are WROC-TV (ch. 5), WHEC-TV and WVET-TV (sharing time on ch. 10). WROC-TV has applied to the commission to sell ch. 5 to WVET, in which case WHEC-TV would buy WVET-TV's interest in ch. 10. WROC-TV and WVET-TV, in similar comments, said they do not oppose being switched from ch. 5 to ch. 8 provided a reasonable amount of time is afforded to set up equipment and to hold a promotional campaign to inform the public of the move. Both requested that no change be required until the new station to be added in Syracuse (ch. 9) is ready to begin operations. (Since a compartive hearing for ch. 9 Syracuse is almost inevitable, this would probably take several years.)

WHEC-TV said it did not oppose the adding of ch. 13 to Rochester and that it supports the FCC proposal.

Syracuse currently is assigned ch. 3 and ch. 8. WHEN-TV (ch. 8) said it did not oppose the plan to add ch. 9, but requested it be assigned to ch. 5 (which is being switched from Rochester to Syracuse with ch. 8 replacing it), rather than ch. 9. WHEN-TV opposed the condition of WROC-TV and WVET-TV to wait until ch. 9 was op-

Poll shows tv shows politicians to public

During the 1960 presidential campaign, television extended its lead as the most widely followed and most important source of information about the candidates, according to a study announced last week by the U. of Michigan Research Center. Much of this gain "probably" was attributable to the tv debates and was secured at the expense of radio, the study concluded.

Among 1,500 respondents to the 1960 survey, 87% said they followed the campaign by watching tv and 60% said they got most of their information from that media. Newspapers ran second in both categories, with 80% and 23%, respectively. Television also led in both attention and information of the voters in 1956.

A breakdown of how media fared in the past three presidential campaigns follows:

Paid attention to campaign by:	1952	1956	1960
Watching television	53%	74%	87%
Listening to radio	69%	45%	42%
Reading newspapers	79%	69%	80%
Reading magazines	40%	31%	41%
Following all four media	15%	13%	18%
Got most information from:	1952	1956	1960
Television	31%	49%	60%
Radio	27	11	5
Newspapers	22	24	23
Magazines	5	5	4
Comibnation of media	9	3	3
Did not follow media	6	8	5
	100%	100%	100%

WQXR wins George Foster Peabody Award, broadcasting's highest honor, for its musical "specials" and its "total programming of music ...of the highest order"

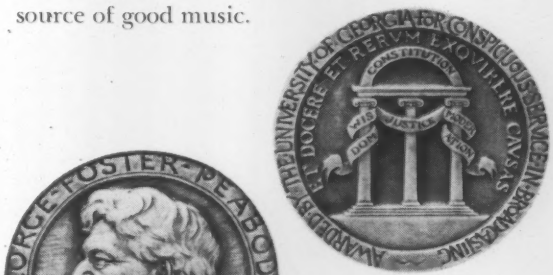
In its 25th year as America's number one good music station, WQXR has been awarded for the second time the highest honor in radio and television—the George Foster Peabody Award for distinguished achievement in broadcasting. It is also the first Peabody award for radio entertainment made since 1956.

In citing WQXR, the Peabody judges said:

"During 1960 the line 'For 25 years America's Number One Good Music Station' was more than a slogan in the case of WQXR. Its 'musical spectaculars' and its total programming of music were indeed of a high order. In recognition, this station has again been chosen for a Peabody award, the first having been presented in 1949."

• • •

Twelve years ago when they first cited WQXR, the Peabody judges said that "no station anywhere has devoted more time or more intelligent presentation to *good* music than has WQXR." This year's award reaffirms this judgment. And it underscores what nearly 400 advertisers know full well: that WQXR's fine music compels attentive listening and active response among 1,250,000 families who consider WQXR their finest and most consistent source of good music.



Radio station of The New York Times

WQXR

1560 AM 96.3 FM

Closer liaison between Justice Dept. and FCC

The FCC and the Dept. of Justice are going to work closer together than ever before and one of their liaisons is going to be in the antitrust field.

This is the strongest impression given by Lee Loevinger, the new chief of the Justice Dept.'s antitrust division.

The down-to-earth midwesterner agreed last week that the FCC must consider antitrust activities in weighing the qualifications of licensees and applicants to operate broadcast stations.

And, he was quite specific that consent decrees, or pleas of no defense, must be looked at with more seriousness than the previous policy at the FCC that such actions do not indicate guilt or innocence of the accused.

"A consent decree," he said the other day, "means that the signer has agreed to give up business practices that have been attacked as violations of the antitrust laws. There's no other way of looking at it."

He hastened to add, however, that there are degrees of seriousness in the antitrust field, and that he assumed the FCC would ask the Dept. of Justice for its opinions on this point whenever it was raised.

"Hell," he said, "some of these things are really quite innocuous. On the other hand, a lot of them, not serious in themselves in the antitrust field, may have a bearing on the qualifications of licensees before the FCC."

Not only will the antitrust division provide the FCC with its opinions, Judge Loevinger indicated, but if a party to an antitrust action asks for it, the division will furnish a statement indicating the degree of seriousness with which it considers the business practices under attack.

Although he did not say so, he presumably was thinking of the Justice Dept.'s letter to Westinghouse Electric Corp. deleting any of the onus for price-fixing guilt from subsidiary Westinghouse Broadcasting Co. (BROADCASTING, March 27).

His remarks also were taken to indicate that he was familiar with the Justice Dept.'s position in the pending Philco case. In this, the government told the Court of Appeals in Washington that the FCC must consider the meaning of antitrust consent decrees and *nolo contendere* pleas when these are brought up by contending parties. Philco protested the 1957 renewal license of the NBC stations in Philadelphia and went to court in an attempt to reverse the FCC decision dismissing the protest. Both the FCC and the network have opposed this Justice Dept. viewpoint on the ground it has no bearing on the protest case (BROADCASTING, April 17, 10).

Option Time ▪ Judge Loevinger appeared to be quite familiar with the antitrust division's position on option time. Several years ago the division told the FCC that it seemed that option time was an antitrust violation *per se* (on the surface). This position, that option time runs "afoul" of the antitrust laws, was repeated by Judge Victor H. Hansen, antitrust chief at that time, just before the commission issued its option time decision cutting 30 minutes from the three hours permitted to be optioned by stations to networks in each seg-

erational before making the changes.

Favor Proposal ▪ ABC applauded the idea of adding additional vhf channels in both cities, pointing out that the network always welcomes the opportunity for a major market to have all three networks. General Electric Co., which has some 15,000 employees in Syracuse praised the proposal, adding its voice to ABC's in saying that the FCC has recognized the need for all three networks in major markets to insure effective competition.

Rochester Area Educational Television Assn. endorsed the plan to add ch. 13 in that city but asked that it be reserved for educational noncommercial use. WSAY Rochester also approved of the addition there and said it would apply for the facility. An identical sentiment was expressed by Genesee Valley Television Corp.

W.R.G. Baker Radio & Television Corp. favored the addition of ch. 9 in Syracuse and said it would apply for the channel.

All comments favoring the allocations also expressed support for the Canadian-United States "working agreement" that made the drop-ins possible.

The Dissenters ▪ Opposing the New York additions were WKBW-TV (ch. 7) Buffalo and WPTZ (TV) (ch. 5) North Pole, N.Y. The former station objected to having a Rochester station on ch. 8 there on grounds it would degrade the Buffalo signal and cause interference. It stated that Buffalo had a larger population than either Rochester or Syracuse and protested that only Syracuse would benefit from the proposal. Even there, WKBW-TV said, the new channel would be "a low-powered substandard station which really cannot compete with the two existing long-established stations."

WPTZ asked that ch. 5 be moved to Syracuse only if it is made clear it will not interfere with WPTZ. The station said its Lake Placid area needed service more than either of the cities under consideration which already have 2 vhf stations. It said it would not condone a deviation from existing minimum mileage separation standards for ch. 5 Syracuse and asked that if such separation is impossible that the FCC deny allocation of that channel.

Meanwhile In Milwaukee ▪ The request of WXIX-TV (ch. 18) Milwaukee to have ch. 8 assigned there at substandard separation and that it be allowed to operate both channels was protested last week by Storer Broadcasting Co., WISH-TV Indianapolis and the Assn. of Maximum Service Telecasters.

Storer protested the separation from WOOD-TV Grand Rapids, Mich., 45 miles less than minimum co-channel shortage. It said that WXIX-TV had not demonstrated in the past the "imaginative, creative, thoughtful and dynamic" programming it proposes in its petition and that it has never shown a tendency to broadcast educational programs as it promises. Storer claimed the dual-operation proposal was very different from the case of KFRE-TV Fresno, which was cited as precedent, since that station was authorized simultaneous uhf-vhf operation only for a short period while the market is being deintermixed.

WISH-TV objected to short spacing which it said would degrade its service. It added that WOOD-TV and WKBT (TV) La Crosse, Wis., would also suffer interference if the plan is approved. AMST objected for the same reasons.

WISC-TV (ch. 3) Madison, Wis., strongly objected to the plan of WTVO (TV) Rockford, Ill., to switch ch. 3 there. The proposal is contrary to FCC "rules, policies and practice," WISC-TV said. It claimed the service is needed in Madison and that this is no way to set about deintermixture.

AMST and WCIA (TV) Champaign, Ill., opposed the WTVO plan because assignment of ch. 3 to Rockford would result in a 15-mile co-channel shortage from WCIA. They both

ment of the broadcast day (BROADCASTING, Sept. 19, 1960).

This FCC decision was appealed to the courts by KTTV (TV) Los Angeles. The Justice Dept. joined in this move (see page 58).

There will be no radical change from previous Justice Dept. positions on antitrust matters affecting broadcasting, Judge Loevinger stated. He added that he felt that much could be done through voluntary compliance on the part of businessmen. But, he emphasized, if there seems to be a violation of the antitrust laws, the government should move quickly and hit hard.

"I'm sort of old fashioned," he smilingly commented. "I believe in letting our actions speak for us. If we've got a case, we'll file a public complaint. If we don't, we won't do anything about it."

The slight, 47-year-old former Justice Dept. attorney (he served under New Deal trust busters Thurman Arnold and Wendell Berge from 1941 to 1946), had some strong words to describe what he called willful violators of the antitrust laws.

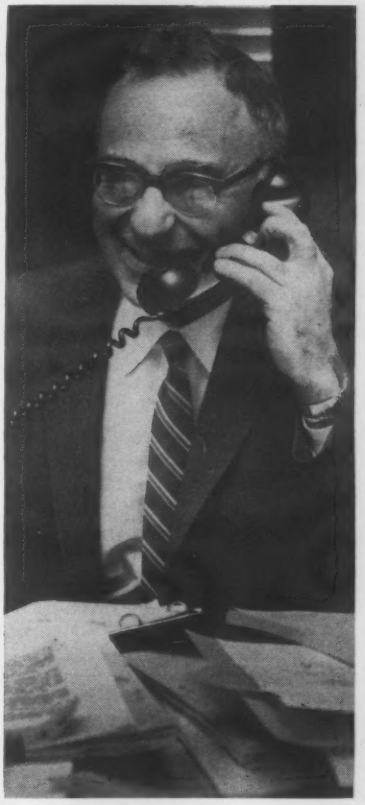
In a speech to the American Bar Assn.'s antitrust section in Washington on April 7, he warned that deliberate violators were no better than "economic racketeers."

Businessmen must realize, he said, that breaking the antitrust laws is a serious matter, not "merely a normal business risk and quite respectable."

He also warned that the antitrust division will not be receptive to requests for exceptions, exemptions or special treatment by any company or industry.

Private Suits ▪ The former Minnesota Supreme Court Justice believes strongly in private antitrust suits. These work even better than government suits, he has said, as balance wheels in the enforcement of the Sherman and Clayton Acts. He is also known to be antipathetic to consent decrees, feeling that they are used often in forestalling private antitrust suits.

He was a law partner of the new Secretary of Agriculture, Orville Freeman, and is considered a close personal friend of Sen. Hubert Humphrey (D-Minn.). He was appointed to the state high court by Mr. Freeman, then governor, in April last year. Mr. Loevinger succeeds Robert W. Bicks who served toward the end of the Eisenhower administration.



urged the FCC to determine its overall allocations policy before entertaining such a suggestion as WTVO's.

Nebraska Comments ▪ A proposal by Terry Carpenter to assign a vhf channel to Terrytown, Neb., was opposed by the Nebraska Council for Educational Television. It said that Terrytown's population is only 164 and that the total surrounding Scottsbluff area has only some 45,000 people. It said allocation of a vhf channel there would deter the development of Nebraska-Montana etv networks.

KSTF (TV) Scottsbluff asked that ch. 11 be assigned to Julesburg, Colo., and that Mr. Carpenter's request be denied. KSTF said it would apply for the facility in Julesburg.

Kansas media taxes killed

Kansas broadcasters and newspaper publishers have been successful in their cooperative effort to wipe off their state's statute books a sales tax hiking their production costs. The tax applied to electricity used by radio and television transmitters, the rental of transcription libraries, the costs of syndicated film and tape programs and other broadcast services. It was also imposed on newsprint, ink and on newspapers.

FINALLY, FCC OKAYS STEREO

Chooses composite Zenith-GE multiplex system; will not affect SCAs or main fm channels

Fm broadcasters were given permission last week to institute a new service to the public—stereophonic broadcasting.

The FCC, in a report and order issued on Thursday, chose the composite three-dimensional sound system proposed by Zenith Radio Corp., Chicago, and General Electric Co., Syracuse. It added some modifications to the proposed systems.

Broadcasters who want to transmit sound-in-depth may go ahead beginning June 1 without formal authority from the FCC. The only requirement is that the local FCC engineer-in-charge of their district be notified.

In making its choice, the FCC approved the use of subcarrier multiplex transmission used in conjunction with the main channel of the fm station. The standards adopted, the FCC said, provide stereo broadcasts "of good technical quality with only negligible effect on the monophonic (main channel) listener."

Other systems were rejected, the FCC said, either because of inferior technical quality or unacceptable impairment of main channel coverage. The system adopted, the commission pointed out, does not preclude fm special subsidiary broadcasting at the same time that the station is stereocasting.

The FCC said that persons wishing to receive stereo broadcasts will have to buy complete stereo receivers or suitable multiplex subchannel adapters for existing fm sets already coupled to stereo record players.

The FCC's announcement was hailed by Zenith's President Joseph S. Wright as heralding "a new dimension in fm broadcasting and a new era for the enjoyment of fm radio listening." Zenith will immediately convert its pioneer, non-commercial fm station in Chicago, WEFM (FM), to broadcast stereo fm and will move to manufacture and market receivers "capable of bringing these high quality fm broadcasts into the home." WEFM began operating in February 1940.

Eight Proposed ▪ Of the eight systems proposed, two were withdrawn by their sponsors. The other six, broken down

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WJTN Jamestown, N. Y.
WDOE Dunkirk, N. Y.
WGGO Salamanca, N. Y.
KTHS Little Rock, Ark
KWKH Shreveport, La.
WAAP Peoria, Ill.
WJMJ Philadelphia, Pa.
KGON Portland, Oregon
WHAM Rochester, N. Y.
WIBX Utica, N. Y.
WBOF Norfolk, Va.
WKYW Louisville, Ky.
WNAC Boston, Mass.
WWL New Orleans, La.
KLZ Denver, Colo.
WTJS Jackson, Tenn.
KABC Los Angeles, Calif.
WJAN Ishpeming, Mich.
WPAZ Pottstown, Pa.
WVDH Gainesville, Fla.
WIOS Tawas City, Mich.
WGAC Augusta, Ga.
KQAQ Austin, Minn.
WMNE Menomonie, Wis.
WLAC Nashville, Tenn.
WBEC Pittsfield, Mass.
WMTN Morristown, Tenn.
WTUX Wilmington, Del.
WFMD Frederick, Md.
WLAK Lakeland, Fla.
KGB San Diego, Calif.
WDEF Chattanooga, Tenn.
WDXR Paducah, Ky.
KFH Wichita, Kansas
WWVA Wheeling, W. Va.
WLAV Grand Rapids, Mich.
WRTA Altoona, Pa.
WMAL Washington, D. C.
WENY Elmira, N. Y.
WJOY Burlington, Vt.
KXYZ Houston, Tex.
WFLA Tampa, Fla.
WJMX Florence, S. Car.
WSOR Windsor, Conn.
WAQE Baltimore, Md.
WVMC Mt. Carmel, Ill.
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into four major approaches, were field tested by the National Stereophonic Radio Committee earlier this year. The results of these field tests were submitted to the FCC. NSRC was organized by the Electronic Industries Assn.

The main systems were proposed by: (1) Crosby-Teletronics Corp.; (2A) Calbest Electronics; (2B) Multiplex Development Corp.; (3) Electric & Musical Industries Ltd.; (4 and 4A) a composite of standards proposed by Zenith and GE; (5) GE alternate system, and (6) Philco Corp. Both of the latter proposals were withdrawn by their supporters.

In making its choice, the FCC stated it found that the Zenith-GE standards have "the clearly decisive advantage of being able to provide stereophonic broadcast service with negligible effect on the monophonic listener and that the correlative disadvantage of System 1 (Crosby-Teletronics) is its detrimental effect on the monophonic listener."

The commission added that it was also impressed with the apparent lower cost of the Zenith-GE system, its comparative freedom from distortion and the fact that its use does not *ipso facto* displace subsidiary communications operation.

Under the chosen standards, the commission stated, stereo receivers will be more susceptible to adjacent channel interference. They will also not give the same coverage as monophonic fm broadcasting, it pointed out.

Importance of SCAs ▪ As of Jan. 31, the commission noted, more than 250 fm stations held SCA multiplex authorizations to broadcast background music and other services to specialized customers. More than 200 are actually providing such services, the FCC observed, and 81 such authorizations have been granted to the sole fm station in its community.

Because of its wide band characteristics, System 1 (Crosby-Teletronics) would be mutually exclusive with SCA multiplex operation, the FCC noted. This would force fm stations already multiplexing to choose between broadcasting stereo or continuing multiplex operations.

The commission indicated that although there was not much of a record on the need for stereo by educational fm stations it intended a separate rulemaking in the near future to explore this factor. It also pointed out that it intended to cease authorizing stereo broadcasting through the use of two separate stations.

Both proponents of the chosen system, the commission noted, have indicated that they are prepared to offer non-exclusive licenses for any patents they may hold or control.

FCC processing line upheld by appeals court

The FCC's cut-off date, processing line procedure for broadcast applications received the blessings of the U. S. Court of Appeals in Washington last week.

A three-judge panel unanimously upheld the commission's actions in refusing to accept an application for a new radio station in Atascadero, Calif., because it was submitted after the deadline for new or amended applications. The application was submitted in competition with two others already on file, one for Atascadero and the other for Santa Maria, both California.

Initially the Atascadero application was filed within the proper time. The FCC returned it, however, as incomplete. It was the revised application that the FCC refused to accept be-

IN THE CONGRESSIONAL HOPPER . . .

Here, in capsulated form, are bills introduced in Congress that are of interest to those in broadcasting and allied fields:

S 1555. Sen. Maurine Neuberger (D-Ore.)—would provide for federal subsidization of candidates for elective federal office. Rules Committee. April 12.

S 1589. Sen. Warren G. Magnuson (D-Wash.)—would amend the Communications Act to authorize the issuance of radio operator licenses to United States nationals. Commerce Committee. April 13.

S 1656. Sen. James O. Eastland (D-Miss.)—would make it illegal to lease, furnish or maintain wire facilities for the transmission of gambling information in interstate or foreign commerce, but would not affect news or sports broadcasts. Judiciary Committee. April 18.

S 1661. Sen. James O. Eastland (D-Miss.) — would authorize the court of appeals to stay for up to 60 days an order of certain administrative agencies in cases in which petitioners would otherwise suffer "irreparable damage."

S 1668. Sen. Warren G. Magnuson (D-Wash.) (by request of the FCC)—would authorize the imposition of fines for violations of FCC rules and regulations by radio stations in the common carrier and safety and special fields.

cause it was after the cut-off date for applications.

The court in strong language maintained that an applicant who fails to understand "clear and valid rules" assumes the risks that his application will not be acceptable for filing. It also held that since the applicant, Radio Cabrillo, had knowledge of the cut-off date it must bear the responsibility of having filed an unacceptable application and should have moved more quickly to complete it. Protected by the cut-off procedure, which went into effect April 9, 1959, was an application by Cal-Coast Broadcasters for Santa Maria, and one by Radio Atascadero for Atascadero.

The order was written by Chief Judge E. Barrett Prettyman. Circuit Judges George T. Washington and Warren E. Burger concurred.

FCC makes two Maine allocations educational

Ch. 10 tv allocations in Augusta and Presque Isle, both Maine, were reserved for educational use by the FCC last week. The commission also shifted commercial ch. 7 from Calais to Bangor, both Maine.

Bates College now holds a construction permit for ch. 10 Augusta (WPTT [TV]) but the station is not as yet on the air. Ch. 10 Presque Isle, with a commercial reservation, has not been applied for. Leon P. Gorman requested the Bangor ch. 7 assignment and has announced plans to apply for a construction permit.

NCTA opposes FCC bill on antenna operations

NAB against free enterprise?

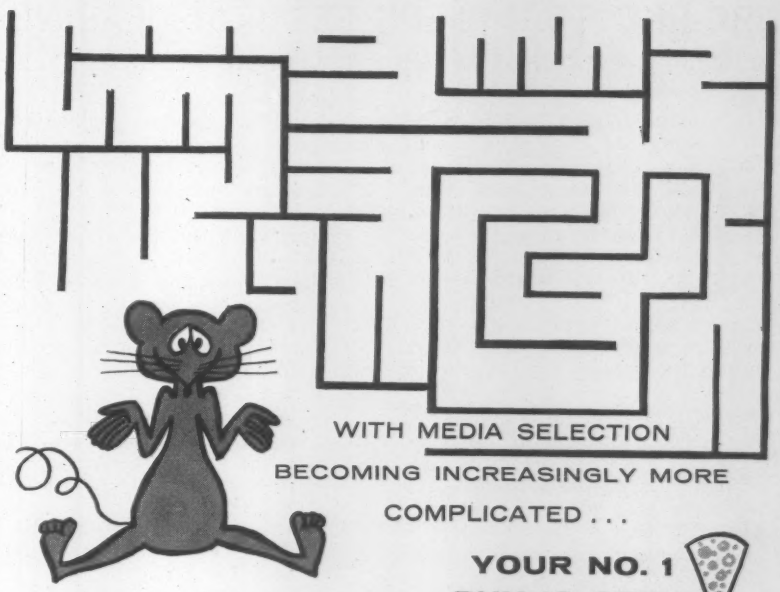
This is implied by William Dalton, president of the National Community Tv Assn., in a statement submitted to the FCC and both congressional commerce committees last week.

The NCTA position was explained by Mr. Dalton in response to a communication by NAB President LeRoy Collins to the same groups earlier this month on S 1044.

Recommended by the FCC, S 1044 would give the commission the right to step in to referee conflicts between antenna companies and local tv stations where catv systems bring in outside signals which might have adverse economic effect on tv stations.

Mr. Dalton commented: "In this case, however, it is difficult for us to understand why NAB is encouraging legislation that has concepts which are not in keeping with our traditions of free enterprise."

Problems between broadcasters and catv operators largely have been resolved, Mr. Dalton stated.



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NBC-RKO TRANSFERS SET FOR HEARING

To be limited at outset to Philadelphia phase of deal

The FCC did the expected last week and announced that a hearing would be necessary on the multi-faceted, multi-million-dollar station transfers involving NBC, RKO General and others.

All told, 22 separate applications and various other pleadings are before the commission involving:

- NBC's trade of WRCV-AM-TV Philadelphia for RKO's WNAC-AM-TV and WRKO (FM) Boston.
- The sale to RKO of NBC's WRC-AM-FM-TV Washington for $11.5 million.
- NBC's purchase of KTVU (TV) San Francisco-Oakland in exchange for $6.5 million of parent RCA stock.
- The sale of RKO's WGMS-AM-FM Washington for $1.5 million to Crowell-Collier.
- An application by NBC affiliate KRON-TV San Francisco for a new tv station on ch. 4 (WRC-TV) Washington.
- An application by Philco Broadcasting Co. for ch. 3 (WRCV-TV) Philadelphia.
- Applications for license renewal by NBC for its Philadelphia and Washington stations and by RKO for its Boston outlets; an application for license to cover construction permit by San Francisco-Oakland Tv, permittee of KTVU.

The present chain of events was tripped by an antitrust consent decree entered into by RCA-NBC which required the network to dispose of the Philadelphia stations by Dec. 31, 1962. The antitrust action arose from NBC's acquisition of WRCV-AM-TV from Westinghouse Broadcasting Co. for $3 million plus network-owned am-tv combination in Cleveland.

Philadelphia First ▪ The commission ordered that the hearing would be limited to the Philadelphia phase at the outset, with the hearing examiner to recess the proceeding and issue an initial decision on that portion only. After such a decision has been issued, the hearing will resume with new instructions for procedure by the commission.

Philco, which was the original grantee for a Philadelphia station on ch. 3 (which it subsequently sold to Westinghouse), KRON-TV and Westinghouse (which owns NBC affiliate WBZ-TV Boston) have bitterly opposed NBC's planned acquisition of KTVU and WNAC-TV. In addition, KRON-TV has filed an antitrust action in San Francisco against the planned NBC purchase but the court has held the case in abeyance pending FCC action. Philco and Westinghouse both were made parties to the consolidated hearing.

The commission said that its order also is intended as a Sec. 309 (b) letter to the parties involved as to why the various applications cannot be granted without a hearing. The parties have 30 days from the issuance of the notice, which is expected this week, to respond.

Last week's commission action came 13 months, almost to the day, after the RKO-NBC deals were announced (BROADCASTING, March 21, 1960). The network's KTVU purchase was announced a month earlier, with the other facets of the case following soon after the Boston-Philadelphia-Washington agreements.

KERO-TV says FCC unfair

KERO-TV Bakersfield, Calif., which has opposed the FCC's plan to make that area all-uhf, last week charged that the FCC deintermixture order is so worded as to be unfair to KERO-TV.

The order refers to when KERO-TV can shift from ch. 10 to ch. 23, not whether it must make the shift. The station said this "unlawfully restricts and abridges the scope of evidence" it may present in its behalf. KERO-TV further charged that the order fails to give adequate notice of matters of fact and law asserted which are in issue and which are relied upon by the FCC to sustain its burden of proof.

KERO-TV feels it has a right to a hearing in which the issue will be whether it can be forced to go from its vhf channel to a uhf channel.

News formula stays, Salinger tells ASNE

The news conference formula developed by President John F. Kennedy is here to stay—in its basic pattern, at least.

This was made clear April 20 by Pierre Salinger, news secretary to the President, in a panel session at the Washington convention of the American Society of Newspaper Editors.

Mr. Salinger squelched wishful thinking of die-hard newspaper editors who resent the live broadcasting of some of the Kennedy conferences. These editors take the position they serve merely as props for radio-tv broadcasts that draw vast audiences and destroy the market for their subsequent coverage of the conferences.

And Mr. Salinger belittled claims of wire service correspondents, Washington bureau reporters and editors who claim the public is dissatisfied with the staging of news conferences in the big new State Dept. auditorium.

Questions Challenged ▪ Michael J. Odgen, *Providence Journal,* presided at the panel. He read a memo from his Washington bureau chief, Ben. H. Bagdikian, claiming questions are inferior, the exchanges are remote and formal, and disorganization is rampant under the new combination of live broadcasting and big-auditorium staging.

But Max Freedman, of the *Manchester Guardian,* England, said the news conference "is essential and part of a gallant American tradition." He added, "You do a grave disservice if you blame everything on radio and television."

Mr. Salinger said he made a close study of news conferences in past administrations, recalling that in FDR's day there were around 50 at a conference, which consisted often of gags and by-play, compared with the 400 who attend the Kennedy conferences.

The panelists discussed use of full text of conferences in newspapers, noting that the Associated Press had abandoned the text when it was found that only four papers were carrying it. Two or three other papers carry the full text, using their own communications.

Presidential Contact ▪ Mr. Salinger said the present state of national and

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international affairs requires that the people be informed and the news conference is an integral part of the President's contact with the public.

Several suggestions for a change in formula were discussed. They included selection of questions in advance and participation by only a limited number of reporters. Mr. Salinger said the quality of conference questions is about the same as that in past administrations. He said the administration is taking aggressive steps to remove unjustified barriers to release of government news. He felt broadcasting of conferences stirs interest in newspaper accounts (BROADCASTING, April 17).

Time or space—what's the difference?

The White House reminded newspapers last week that their news content is blended with advertising.

James G. Stahlman, president of the *Nashville Banner*, and a longtime radio-tv opponent, inspired this reminder April 20 in questioning Pierre Salinger, news secretary to President Kennedy, during a panel session at the Washington convention of the American Society of Newspaper Editors.

Addressing Mr. Salinger, Mr. Stahlman asked, "Press conferences are a public service. Why is it necessary to have them sponsored?"

Mr. Salinger replied, "Press conferences are not sponsored anywhere. The networks originally asked permission but we denied it."

Mr. Stahlman then wanted to know why presidential utterances appear on sponsored broadcasts.

Mr. Salinger's answer: "Your newspapers have advertising." He added that radio and tv sponsor public service programs with statements by the President.

THE MEDIA

'61 STARTS BIG AT CBS

First quarter sales this year are up, but costs continue to eat into profits

The first quarter of 1961 is expected to see sales up at CBS Inc. over the same three-month period of a year ago, Dr. Frank Stanton, CBS Inc. president, told stockholders at the firm's annual meeting in New York last week.

Dr. Stanton, in reviewing CBS activities, revealed that preliminary figures show increased sales in 6 out of 8 operating divisions and he noted CBS had a good year in 1960 with sales at the highest point in the 33-year history of the company with net earnings the third highest.

In answer to a stockholder's question on why costs have gone up along with net sales volume itself, board chairman William S. Paley, who presided, reminded that costs in general have gone up, and that in programming, the profit margin is next to nothing, or a money loss. He explained that even though sales of shows may go up the actual return to the network may be going down.

On other subjects holding the attention of stockholders, he comented:

- That on such controversial news interpretation programs such as those on "CBS Reports" (CBS-TV), the network feels its objective is to present a "fair, balanced presentation," though he admitted that some did get "comment."
- That a report to the Harris committee found ratings to be satisfactory, appearing to reflect the thought also at CBS.
- That CBS was watching carefully all developments in the field of pay tv but had nothing more specific to say.
- That CBS now had no plans for mergers or acquisitions though open to suggestions, but he made it clear CBS was not encouraging discussion in this area.
- That CBS is "geared for the broadcast of color at short notice" but was continuing its delay until there were more color sets in the market than now.
- That it now appeared live tv is giving way progressively to film but CBS seeks to maintain as high a percentage of live tv as possible. Talent would appear to prefer film because of security in being able to do sequences over. And, he said, it has been apparent the network cannot exercise control over the trend of live production in the east in moving to film production in the west. CBS, he said, must be flexible . . . we cannot be stubborn and fight the tide."

Dr. Stanton made special note of CBS News' facilities and improvements and noted also that the firm expects sales this year to top 1960 if the general economy improves.

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Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ WBOC-AM-TV Salisbury, Md.: Sold by John W. Downing, Charles J. Truitt and associates to A. S. Abell Co. (*Baltimore Sunpapers*) for over $1 million, including real estate and 80% interest in catv system in Salisbury. Sunpapers own WMAR-TV Baltimore. WBOC, founded in 1940, serves Maryland's Eastern Shore on 960 kc with 5 kw daytime and 1 kw nighttime. WBOC-TV, on ch. 16 with 15.5 kw and affiliated primarily with CBS, began operating in 1954. The catv system has 3,000 subscribers and provides five tv programs channels to customers on 82 miles of wire lines serving Salisbury and contiguous areas. Former FCC Commissioner E. K. Jett is tv vice president of Baltimore publishing company.

▪ KCMJ Palm Springs, Calif.; Sold by Louis Wasmer and Cole E. Wylie to Morris and Bernard Bergreen for $490,000 including real estate. The Bergreens are New York attorneys. Mr. Wylie retains his interest in KREW Sunnyside, Wash. KCMJ is on 1010 kc with 1 kw daytime, 500 w nighttime. Broker was Blackburn & Co.

▪ WRVM Rochester, N. Y. (250 w, 680 kc), has been sold by Frank Miller Jr. and wife to James M. Johnston and Francis G. Taylor for $400,000. Buyers own WOTT Watertown, N. Y. Mr. Miller is executive of Kelly-Smith Co., N. Y., newspaper representative. Broker was Hamilton-Landis & Co.

Educators near agreement for purchase of WNTA-TV

Negotiations for the sale of WNTA-TV New York appear to be reaching their final stages. An offer to buy the station for $5.75 million and use it as an educational outlet was accepted in principle last week, according to Howard Stark, New York station broker.

Mr. Stark reported last Thursday (April 20) that negotiations may be completed within a week. He represents a New York civic group that would buy the physical studio facilities in Newark, N. J., and the transmitting equipment at the top of the Empire State Bldg. in New York.

Officials of National Telefilm Assoc., which owns WNTA-TV as well as the radio outlet, WNTA, declined to discuss the negotiations.

The transaction with the New York civic group does not include taped programming owned by NTA. The company was believed to be close to signing a contract with WNEW-TV New York whereby the station would acquire 70 two-hour programs of *The Play of the Week* series for $630,000, plus an option to purchase new programs to be produced next season at approximately $10,000 each. This transaction is contingent upon an agreement with the civic group, it was said.

Other bids have been received for the station from Ely Landau, former board chairman of NTA and producer David Susskind. NTA officials steadfastly have declined to discuss the offers they have received.

Good taste in films WSJS-TV committee goal

In an effort to maintain high standards in its film presentation, WSJS-TV Winston-Salem, N. C., has established its own built-in review board. The board, which has the final say on everything from full length features to advertising film clips, is composed of the WSJS-TV staff, and operates on the policy that there is "no compromise with good taste."

The plan, as explained by Harry Shaw, sales vice president of WSJS-TV and head of the station's advertising standards committee, provides an insurance policy against slips in taste and conduct, often committed more through omission than purpose. Through this way of handling the standards problem on the local level, Mr. Shaw says, the station has found it a lot easier to "say 'no' early, than it is to apologize publicly later for something that should never have happened."

Kobak remembered

A surprise luncheon was tendered Edgar Kobak in New York last week in recognition of the broadcasting-management consultant's long career. Among those present were Robert Swezey, formerly of WDSU-TV New Orleans; Phillips Carlin, tv executive; Lawrence Spivak of *Meet the Press;* Fred Thrower, WPIX (TV) New York; Fred Manchee, retired BBDO executive; A. A. Schechter of his own company in New York; Robert Saudek and George Benson of Robert Saudek Assoc.; Arthur Hull Hayes, CBS Radio president, and Sol Taishoff, editor and publisher of BROADCASTING and *Television* magazines. Many of those present had been associated with Mr. Kobak when he was a network executive.

HARDESTY NAMED PRESIDENT OF
HAMILTON-LANDIS & ASSOCIATES, INC.

We are proud to announce that John F. Hardesty has been named president of the nationwide brokerage firm of Hamilton-Landis and Ray V. Hamilton promoted to the chairman of the board.

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RADIO & TELEVISION STATIONS • NEWSPAPERS
NEGOTIATIONS • APPRAISALS • FINANCING

PAY TELEVISION GETS VERBAL LICKING

Future is unpredictable because of experimental nature

A storm center of broadcasting—pay tv—underwent exploration last week and in the opinion of three examiners: It is a vital though experimental commodity, but it may be made up of myth.

These conclusions were reached at the New York chapter of the American Marketing Assn.'s April luncheon session that highlighted a panel discussion on the merits and prospects for pay tv. Taking part in the discussion were Charles Benesch, assistant director of research at Young & Rubicam; Jack Maloney, research director of *Reader's Digest*, and Arthur E. Duram, senior vice president of radio and tv, Fuller & Smith & Ross.

Mr. Benesch, in speaking about pay-tv's effect on agency operations, said he did not think anyone could confidently predict the medium's future because "there are so many factors at work." He did say that if successful, pay tv would definitely "alter the way that people spend their time and money." He was willing to offer the following hypotheses about the future:

- Pay tv's effect will probably be felt more in "how people spend their time, than in how they spend their money."
- The battle for the consumer's time will be more intense and this will increase competition for the consumer's attention by advertisers and their agencies.
- An all-time high will be reached in pressure for more creative advertising.
- Pay tv will have varying effect among different audiences (teenagers will still go out to a movie on a Saturday night but people who think going out is troublesome will watch a movie on pay tv.
- Pay and commercial tv will engage in a death struggle for talent and material.
- Pay tv will nurture the growth of new consumer products, i.e., convenience foods, color tv and wall tv screens.

In summary Mr. Benesch noted that pay tv is still in the experimental stage, that it may be years before we know how it will fare, and that if it ever expands on a nationwide scale with a great degree of penetration, "it will be a major factor in the market planning of the future."

Mr. Maloney said that as a result of two personal surveys he made that "looked into the medium and not at it," he felt pay tv can be a profitable operation even though it only got a small share of the total tv audience.

High Costs ▪ Citing Paramount Picture's Telemeter pay tv experiment now being conducted in Etobicoke, Canada, Mr. Maloney stressed the high cost of the operation. According to his calculations, Telemeter spends approximately $35 on fixed charges such as servicing sets and making collections. But, he pointed out, even if the average take from each pay tv household was one dollar a week, the total take over the course of a year would be substantial.

Mr. Duram, an unequivocal opponent of pay tv iterated many of the things he said at a Pittsburgh Radio-Television Club luncheon earlier in the month (BROADCASTING, April 10). He called pay tv a myth in that it was no nearer to realizing its goals than it was five years ago and he added financial success and not the solution of any programming problem is pay tv's aim.

He cited three mirages surrounding pay tv:

- That a "reservoir of talent" was waiting for the onset of pay tv.
- That pay tv would cover special events that commercial tv shuns.
- That the minority audience would get special treatment from pay tv.

Mr. Duram argued that none of these "mirages" were real and pay tv would only be "doing something free tv is already doing and it would be charging for it."

In Rochester, N.Y.
People Are Switching
FROM "TIRED" Radio
TO
WVET
1280 KC
• FOR MUSIC THEY LOVE
• NEWS NAMES THEY KNOW
• COMPLETE NEWS COVERAGE
BASIC NBC AFFILIATE
WVET RADIO, Rochester 4, N.Y.
Nat'l Rep.: Robert E. Eastman & Co., Inc.

'Expedition' winner

John C. Mullins (l), president of KBTV (TV) Denver, received one of two First Awards in the "Expedition: Local" contest conducted by ABC-TV network in connection with the Ralston-Purina Co. *Expedition* series. Presenting the award for outstanding locally produced tv programs is Alfred R. Beckman, ABC Washington vice president. The other First Award was received by KABC-TV Los Angeles, network-owned outlet (BROADCASTING, April 17).

WFIL-AM-TV gets merit award

WFIL-AM-TV Philadelphia last week won the sole merit award given broadcasting by the National Religious Publicity Council, an association of public relations specialists working for Protestant denominations and agencies in the U. S. and Canada. The prize-winning series was *One Nation Under God*. The award was accepted by Roger W. Clipp, vice president of the Radio & Television Div. of Triangle Publications, licensee of WFIL-AM-TV. The series was originally scheduled to run from October through Brotherhood Week in February, but public response was such that it has been extended indefinitely, the stations report.

KAPP (FM) starts May 15

KAPP (FM) Redondo Beach, Calif., will begin regular program operations May 15, with studios and offices in the Southbay Shopping Center and a 150-foot tower erected on the parking lot. The station will operate with 1 kw power, programming for residents of the Southbay area. KAPP is owned by Robert Crites, owner-manager of KBLU Yuma, Ariz., and George Gillum. Wayne Smith, assistant to Mr. Smith at KBLU, will manage KAPP.

$2 million structure for WMAR-TV approved

Plans for WMAR-TV Baltimore's proposed new $2 million facility last week were approved by the Baltimore County Industrial Development Commission. The structure will be located some 600 feet over the city line in the 6400 block of York Rd.

The new studios will cover about 55,000 square feet on a 3½ acre site. The project will take about two years to complete. In the meantime, WMAR-TV will continue to operate from its downtown Baltimore location. The station's tower, on Television Hill in the northwest part of the city, will also serve the new facility when it is completed.

AB-PT registers stock at SEC

American Broadcasting-Paramount Theatres, parent of ABC, has filed a registration statement with the Securities & Exchange Commission for 368,165 shares of common stock to be offered to certain officers and key employes under the company's stock option plan and for 140,000 outstanding shares of common stock to be offered by trustees of the Edward John Noble Foundation. Mr. Noble was the principal owner of ABC before it was sold to AB-PT. After sale of the 140,000 shares, the foundation will own 204,050 shares, which is 4.83% of the 4,226,536 shares outstanding. Merrill Lynch, Pierce, Fenner & Smith and Cyrus J. Lawrence head the underwriting group.

WOAI-TV's expansion plans

WOAI-TV San Antonio announced a planned $350,000 expansion of its downtown broadcasting plant will begin next month. Plans include building and equipping a third television studio, modernization of production, news and film facilities; installation of new air conditioning and construction of new housing for mobile unit operations. Completion has been set for October.

Several weeks ago the station installed two Ampex 1000-C Videotape recorders at more than $100,000, bringing its 1961 improvement expenditure to nearly one half million dollars, not including the expansion and improvement plans scheduled for next month.

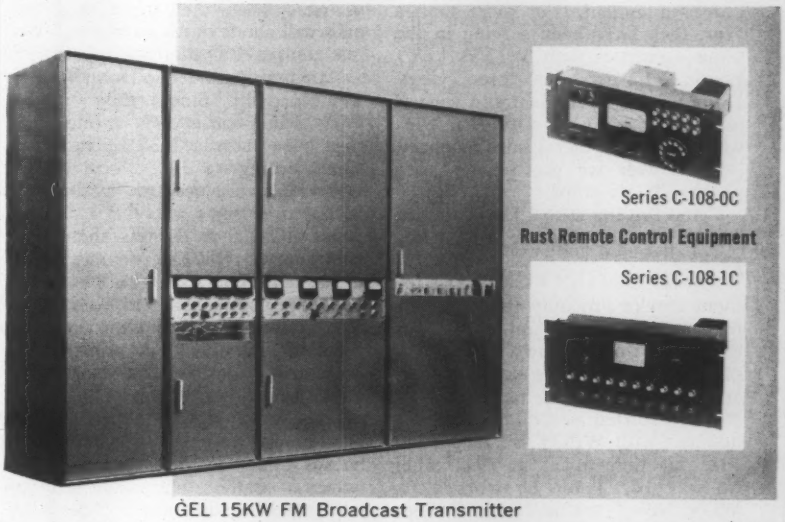
KOOL-TV buys GE equipment

KOOL-TV Phoenix has announced a $250,000 purchase of new transmitting equipment from the General Electric Co., Syracuse, N. Y. The transmitter and component parts will be on display at the NAB convention May 7-10 before shipment to Phoenix.

GEL

rust

General Electronic Laboratories Announces the Acquisition of Rust Remote Control Systems



Series C-108-0C

Rust Remote Control Equipment

Series C-108-1C

GEL 15KW FM Broadcast Transmitter

The Rust line of Remote Control Systems and the field-proven GEL Multiplexers and 1KW and 15KW FM Transmitters, equipment names that have earned respect for reliability, are now available from a single source . . . General Electronic Laboratories, Inc., of Cambridge, Massachusetts.

See the latest GEL-RUST Equipment at the NAB Convention.

On Display will be:
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GEL

GENERAL ELECTRONIC LABORATORIES, INC.

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Husband-wife management team

Mr. and Mrs. Donn Colee are going to Washington on May 1. But this is no social visit. On that date, the husband-and-wife team takes up responsibilities as vice president-general manager and general sales manager respectively of WTTG (TV) Washington (WEEK's HEADLINERS, April 10).

Donn and Lee are used to these moves-in-tandem. For more than a year, they have been serving in the same capacities with WTVH (TV) Peoria. Earlier, for three years, Donn was vice president and general manager of WLOF Orlando, Fla., while Lee was general sales manager.

"Wherever we go, we go as a package," Lee quips.

"And I'm not sure," Donn replies, "who's the indispensable part of that package."

'Others Like Us?' ■ Colleagues tell them they're probably the only "top management" husband-wife team that doesn't own its own outlet. "I've often wondered," Lee says, "if there are other couples like us around."

Donn started as an apprentice announcer with WFOY St. Augustine, Fla., his hometown, in 1941 when he was 14. Later he worked for WOV New York and WLBF Leesburg, Fla., in announcing, programming and station executive capacities. His forte, Lee says, is station administration, programming and promotion. "He provides that extra excitement sponsors are always looking for."

Lee, a trim, attractive young woman, is Philadelphia-born. She broke into broadcasting with WLOF in 1948, starting as a secretary and moving into the traffic department, announcing, copy writing and, in 1950, into sales. Donn believes that Lee provides the facts, figures and value aspects of a buy on their frequent joint calls on advertisers. "The way we look at it, Lee gives the basic—she makes the 'cake' and I provide the 'frosting.' Some advertisers, when they see us together on a call shout in mock horror: 'We just can't take two of you together'."

Apparently, the Lee-Donn mix is well-blended. Since they joined WTVH in February 1960, total billings have increased 32%, with national billing up 30%; local billing up 43% and network billing up 27%.

How did they do it? There's no easy answer. But Lee provides a few clues: "We operated with essentially the same people that had been there. We tightened up production and substantially increased our public service effort. Donn introduced many promotional gambits that had the whole town talking about us. I started several sales-incentive programs—like sending gifts to the wives of staffers who made unusual sales and keeping a name-chart on progress of sales."

They're moving to Washington with no pre-conceived ideas. Donn observes: "We'll need some time to get the 'feel' of the community. Once we do, we know we can come up with something interesting." (WTTG like WTVH is a Metropolitan Broadcasting Co. outlet.)

Great Fun ■ Lee and Donn think it's "great fun" to be a husband-wife team. Here are some of the reasons they cite: most people who know Lee only by name may tell Donn to "say hello to your sister"; Donn can't come home and complain about a "bad day" at the office because Lee knows exactly what kind of day he had; they enjoy spirited discussions together about their work. But, in the final analysis, "Donn is the boss."

"After all," Lee points out, "we worked together at WLOF for 11 years. Two years ago we were married. I'm no fool. I couldn't beat him, so I joined him."

Donn and Lee Colee

Cutting corners cuts revenue, Kansans told

Radio broadcasters must get over false notions that only early morning or traffic time periods are "prime time" or radio advertisers never will, Stephen B. Labunski, vice president and general manager of WMCA New York, told the Kansas Assn. of Radio Broadcasters in Topeka April 15. He said there are 24 hours of prime time in each day and stations could make their very perishable product—time—more prime if they used more prime ingredients in program planning.

Noting that there are listeners in evening time periods even though others may turn to tv, Mr. Labunski said it is "grossly unfair" to penalize nighttime listeners by lowering program quality. He cited the unfortunate practice of the "typical" broadcaster who "hires the youngest, least experienced and cheapest disc jockey he can find and puts him on at night by himself, lets him do his own news and gives him the last and least readable carbon of the continuity."

Mr. Labunski said this attitude not only affects the thinking of advertisers but it subtracts from the idea that radio "is a total communications medium—total in its services and total in its scope."

FCC Commissioner Frederick W. Ford's address to the luncheon session was carried on a special state network of 35 stations. He asked for broadcaster support of the commission's program policy statement of last summer and the proposed new program reporting forms (BROADCASTING, April 17). During a later question period, Commissioner Ford said he did not favor strict percentage reporting of program categories. "I don't think this kind of reporting reflects the operation of a radio station,"

"No one in Washington can say what is in the public interest in Topeka," the ex-FCC chairman said.

At another point, Commissioner Ford said that in his opinion the "possibility of a station having its license taken away on programming is pretty remote, but misrepresentation is another thing."

The Kansas broadcasters voted to oppose the commission's proposed new Sec. IV program reporting form as "impractical."

WNOK-TV buys new equipment

WNOK-TV Columbia, S. C., has bought $150,000 worth of new RCA equipment which will deliver 244 kw, ERP. The FCC prepared the way for the purchase by a grant which allowed the station to more than double its present power and to move from ch. 67 to ch. 19.

COMMUNITY PROBLEMS NAB TOPIC

McGannon discusses radio-tv role; AWRT meets

A scientific analysis of the average community with emphasis on the problems facing community-minded broadcasters will feature the opening afternoon program following the May 8 formal opening of NAB's Washington convention.

This new convention feature has been added by the association under direction of Howard H. Bell, NAB vice president who is in charge of convention programming (CLOSED CIRCUIT, April 17). This will be built out of the three-day public service programming clinic staged April 10-12 in Pittsburgh by Westinghouse Broadcasting Co.

Final programming details for the convention were completed last week at Washington headquarters. A spectacular feature of particular interest since the Cuban crisis has intensified is the appearance of Goar Mestre, former operator of the CMQ stations and network on the island (CLOSED CIRCUIT, April 10).

Cuban to Speak ▪ Senor Mestre, former president of Inter-American Assn. of Broadcasters and a member of its board, will speak on his experiences during recent Cuban developments. He was forced to flee Cuba to escape the Fidel Castro dictatorship, which confiscated his extensive properties. Mr. Mestre's address is scheduled Saturday, May 6, at the annual meeting of the Assn. of Professional Broadcasting Education, an NAB affiliated organization. APBE will hold an all-day meeting in advance of formal convention events.

National Assn. of Fm Broadcasters will meet the same day, with a closed session in the morning and open sessions in the afternoon and Sunday morning. NAFMB will join Sunday afternoon with NAB's own Fm Day program.

Broadcast news coverage will be reviewed at the local and national levels at the APBE morning session by Daniel W. Kops, WAVZ New Haven, and Elmer W. Lower, NBC Washington news-special events manager. An APBE afternoon seminar will include William A. Bates, WDAF-AM-FM-TV Kansas City; George F. Hartford, WTOP-TV Washington; Merrill Lindsay, WSOY-AM-FM Decatur, Ill., and G. Pearson Ward, KTTS-AM-FM-TV Springfield, Mo. Richard J. Goggin, New York U. tv-motion picture-radio chairman, will moderate. Bruce A. Lineon, U. of Kansas, APBE president, will preside.

APBE will hear a report on plans for a scholarship award in memory of Harold E. Fellows, late NAB president.

The May 8 community panel will open with a discussion of the radio-tv role in local education by Donald H. McGannon, WBC president. Dr. Bernard Berelson, director of applied social research at Columbia U., will give a dramatization of the "Great Debate," to be followed by a panel discussion, "From Our Town to Megatown." Frank Tooke, Cleveland, WBC vice president, will be panel chairman. Participants will be Anne X. Alpern, Attorney General of Pennsylvania; Dr. William G. Cole, president of Lake Forest (Ill.) College; Dr. Frank Baxter, English professor, U. of Southern California; Russell Lynes, editor of *Harpers*, and Prof. James A. Norton, Case Institute of Technology.

A schedule of non-agenda social and business events was drawn up last week by Everett Revercomb, NAB secretary-treasurer. Advance registration, it was indicated, might set an all-time record, particularly in view of the three top convention events—participation of President John F. Kennedy, NAB President LeRoy Collins in his first industry speech, and the convention debut of FCC Chairman Newton N. Minow.

Assn. of Women in Radio & Television will hold its annual convention May 4-7 at the Statler Hilton, Washington. NAB President Collins will be the featured speaker. Esther Van Wagoner Tufty, AWRT president, will preside.

A complete list of satellite meetings, along with a schedule of events on the Convention formal agenda, will be printed next issue.

South Dakota stations form six-market group

Six South Dakota radio stations have formed into a group to promote block sales of advertising time. The six, which call themselves "South Dakota Salesmaker Stations," are KISD Sioux Falls, KWAT Watertown, KABR Aberdeen, KIJV Huron, KBRK Brookings, and KYNT Yankton.

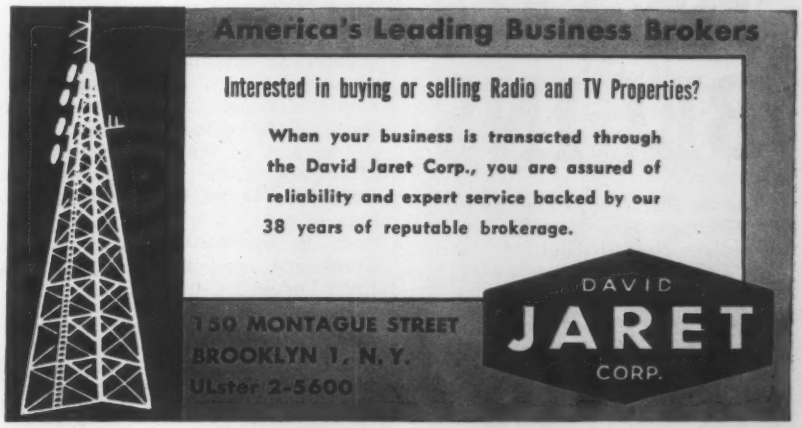
The group has chosen Ross E. Case, general manager of KWAT, as its president and Dean & Slaughter Inc., Minneapolis, as exclusive Mid-West representative.

Five SDX awards made to radio-tv

Radio and tv shared the spotlight with newspapers and magazines in the 29th annual Sigma Delta Chi awards for distinguished journalism. The professional journalistic society honored the news department of WTVJ (TV) Miami; WBT Charlotte; NBC; reporters David Brinkley of NBC and Fred Goerner of KCBS Los Angeles. A total of 15 awards was presented.

WTVJ was cited for its film coverage of Hurricane Donna, which SDX said gave viewers "not just the facts, but the feeling of being there." WBT won its award for an "original, timely and highly informative" series called *Radio Moscow*, which broadcast actual tapes of Russian shortwave programs, then refuted the Soviet propaganda "in the best American journalistic tradition." WBT supplied the program to 17 independent radio stations on a cost basis and allowed three college stations to rebroadcast it free. NBC's award came from "Sit-In" of the *NBC White Paper* series, which SDX termed "a highly effective study of the sit-in movement."

Mr. Brinkley's award for distinguished service in tv newswriting, especially his special reports from Japan, paid tribute to his "personalized and unique reportorial style." Fred Goerner was honored for his KCBS documentary *Expedition B-24*. He climbed 12,000 feet into the High Sierras for an on-the-spot report of the wreckage of a World War II bomber. His initiative in overcoming obstacles was particularly praised by SDX. The program was aired nationally by CBS.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BROADCAST ADVERTISING

Bren Kelley, account supervisor on Kentile Floors account at Benton & Bowles, N. Y., elected vp. Mr. Kelley, who came to agency traffic department from U. S. Rubber Co., was named account executive in 1956 and became account supervisor in 1960.

Elwood C. Ratcliffe, account executive at Foote, Cone & Belding, Chicago, and account supervisor on Zenith Sales Corp. account, promoted to vp.

Mr. Urquhart

G. Taylor Urquhart, account supervisor, BBDO, named manager of Washington office of Ketchum, MacLeod & Grove. He succeeds **J. W. McIlhenny,** who returns to home office to supervise agency's advertising and marketing services for Pittsburgh Brewing Co.

Robert S. Hughes appointed vp and general manager of Reno, Nev., office of The Melvin Co., advertising agency.

Edward T. Johnson appointed manager of Los Angeles office of Glenn Adv., succeeding **Raymond E. Prochnow.** Mr. Prochnow, who is vp of firm, will continue his association with Glenn as senior account supervisor and as consultant on specialized types of business.

Sanford Levy, Dudley Whittelsey and **Jack Fenimore** join commercial broadcast production department, Ted Bates & Co., N. Y., as producers. Mr. Levy was formerly producer and commercial supervisor at Cunningham & Walsh. Mr. Whittelsey was senior producer with William Esty, and Mr. Fenimore was with McCann-Erickson as production supervisor.

James F. Ewing, account executive with Ketchum, MacLeod & Grove, Pittsburgh, promoted to account supervisor.

Joseph J. Seregny, account executive, Young & Rubicam, Detroit, named account supervisor on Chrysler and Imperial Divs., Chrysler Corp.

Joseph R. Rollins Jr. joins Wermen & Schorr, Philadelphia, as senior account executive and member of agency's plans board. He was most recently vp of Kampmann Adv., that city, and prior to that media director and account supervisor with Benjamin Eshelman Adv. (now Doremus & Co.), also of Philadelphia.

Frank R. Ladik, research supervisor at Needham, Louis & Brorby, Chicago, promoted to account executive. **Charles W. Russell,** vp-account supervisor at Buchen Adv., Chicago, to NL&B, as account executive.

Charles Carolus and **Lisbeth Sherman** named account executive and assistant account executive, respectively, for Evans Young Wyatt Adv., Dallas. Mr. Carolus had been senior account executive with Pitluk Adv., San Antonio, while Mrs. Sherman was with Jack T. Holmes Assoc. and KTVT (TV), both Fort Worth.

Ernest S. Black, previously account executive for Anna M. Rosenberg Assoc., to New York office of Harshe-Rotman & Druck, pr agency.

John V. Sandberg of J. Walter Thompson Co., Chicago, named chairman of Chicago Council of American Assn. of Advertising Agencies. New council vp is **William C. Edwards,** D'Arcy Adv., and secretary-treasurer is **Arthur W. Schultz,** Foote, Cone & Belding. New to council's board of governors: **G. Bowman Kreer,** Clinton E. Frank Inc., and **David G. Watrous,** Earle Ludgin & Co.

Laurese Byrd Gordon joins Epstein Adv., Washington, D. C., as media director for radio and tv, replacing **John W. Galloway.** Mrs. Gordon was formerly assistant director of sales development and promotion for WTOP-AM-FM, that city.

George Fenmore, director of pr and publicity, Blaine-Thompson Co., N. Y., joins Ideal Toy Co., that city, as publicity director.

Norma Strassman, head estimator for Doherty, Clifford, Steers & Shenfield, New York, to Chirurg & Cairns, that city, as radio-tv time buyer.

Robert J. Barrett, formerly of Dunnan & Jeffrey, N. Y., joins media department, N. W. Ayer & Son, Philadelphia.

Donald T. Matthews, formerly with Grand Adv., Chicago, to Doyle Dane Bernbach, that city, as account executive.

Marvin Shapiro, formerly of Harrington, Righter & Parsons, N. Y., joins Television Advertising Representatives, that city, as account executive. Robert Schroeder, who was with CBS-TV network sales in Chicago, moves to TvAR, that city, as account executive.

Eduardo Riera named art director of Albert A. Kohler Co., advertising agency in Old Greenwich, Conn.

Orville Rennie, promotion and station relations director for KHOW Denver, and formerly with KOA there, appointed director of new department of Ball & Davidson Adv., Denver. Unit will provide promotion-publicity-pr services for agency's clients.

THE MEDIA

Mr. Tichenor

McHenry T. Tichenor elected president of KGBT-TV Harlingen, Tex., succeeding **Troy McDaniel. Mal Kasanoff** and **George Elliott** elected vps. Mr. Kasanoff is station's program director. Mr. Elliott is in charge of retail sales.

Dick Behrendt, engineer at KRON-TV San Francisco, named director of engineering, succeeding **Randy Larson,** resigned. **John Chambers,** reporter for San Rafael, Calif., *Independent Journal,* joins KRON-TV news department as writer.

George Martin, newscaster at KPOL Los Angeles, to news department of KNX, that city.

Stuart J. Hepburn, president and general manager of KNOK Fort Worth, elected vp of Townsend Fund Stations, Short Hills, N. J. Mr. Hepburn will direct operations of radio broadcasting of group stations which include KHOW Denver, KITE San Antonio, WKDA

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Kenyon Brown dies in Hollywood

Kenyon Brown, veteran broadcaster, was buried Friday (April 21) at Forest Lawn Cemetery in Hollywood Hills, two days after his death from a stroke suffered at the edge of a pool on his Beverly Hills estate. Death came three months short of his 48th birthday.

One of the broadcasting industry's best known executives, Ken Brown served for eight years as an NAB director and in 1953 was chairman of the association's annual convention. He had also served as chairman of the Radio Advertising Bureau and as chairman of the CBS Radio Affiliates Board.

Long active in station ownership, Mr. Brown, at the time of his death, owned KITO San Bernardino and KSON San Diego, both California, KGLC Miami, Okla., and, with Kevin Sweeney, RAB president, KANS Independence, Mo., and KFOX-AM-FM Long Beach, Calif. Sale of KFOX to Washington Homes, Washington, D. C., is pending FCC approval.

Until a few months ago Mr. Brown was president of the broadcast division of Nafi Corp., owner of KCOP (TV) Los Angeles, KPTV (TV) Portland, Ore., KFJZ-TV Fort Worth and KFYZ Houston, both Texas. Bing Crosby, chairman of the division, and Mr. Brown had been associated for 15 years, including ownership of KCOP before its sale to Nafi. Mr. Brown was also, until recently, part owner of the Detroit Tigers, American League baseball team. He was active in getting an American League franchise for Los Angeles and held a small interest in the Los Angeles Angels, new American League baseball team.

He entered broadcasting in 1933 as an announcer-engineer at KXBY Kansas City, advancing to the management level as general manager of KOMA Oklahoma City in the early 1940s. Under his leadership, KOMA in 1946 received the Peabody Award for outstanding public service by a local radio station. The following year he left KOMA to operate his own station, KWFT Wichita Falls, Tex., the beginning of a career as station owner-manager that continued until his death.

Mr. Brown is survived by his wife Ruth and four children: Suzanne, 21; Bruce, 18; Carolyn, 17; and Donald, 14.

Nashville, as well as KNOK, where he will continue with his former duties.

Ned Cramer, formerly assistant director of public affairs, WCBS-TV New York, named director succeeding **Clarence Worden,** who died April 14.

Grady Cole named special assistant to general manager of The Jefferson Standard Broadcasting Co. (WBT-AM Charlotte, WBTV [TV] Charlotte, and WBTW [TV] Florence). Mr. Cole will be responsible for enlarging company's agricultural and industrial activities.

Pat Gatto, formerly of WHEN-TV Syracuse, N. Y., joins Bob Dore Assoc., rep firm, as manager of Chicago office. **Jack Sweeney,** of Jann & Kelley Inc., joins Dore as account executive in N. Y. office.

Jay L. Spurgeon, account executive with KMEO Omaha, Neb., named station manager.

Charles Benson appointed group program coordinator for The Balaban Stations. Mr. Benson will headquarter in Dallas and will continue to be program director of KBOX there. He replaces **Robert Whitney,** who resigned three months ago as national program director for Balaban. Other changes: **Johnny Borders,** production director at KBOX, promoted to program director at WIL St. Louis, replacing **Dan Ingram,** resigned; **Jerry Clemmons,** staff announcer, KBOX, named production

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WPEN

THE STATION OF THE STARS

CALL GILL-PERNA, INC.

director, succeeding Mr. Borders.

Mr. Eirls

Bill Eirls, station manager of KCMK (FM) Kansas City, promoted to executive vp. Mr. Eirls, who has been with station for three years, will also retain his position as station manager. **Louis Rizzuti,** member of service staff, appointed service engineer.

Deon Routh, board chairman and manager of Advertising Counselors, Portland-Seattle, joins sales staff of KGO San Francisco.

Fred Adair, formerly of MCA, joins Robert E. Eastman & Co., as San Francisco manager. Mr. Adair, who was with MCA for 15 months and prior to that was western division manager of Headley-Reed Co., also served KSFO San Francisco. **Martin LeBlanc,** formerly of Moloney, Regan & Schmidt, N. Y., joins Eastman's N. Y. sales staff.

Les Keiter rejoins WINS New York as sports director, position he previously held from 1954-1960 when he left to accept similar post at WMGM, that city.

Joseph C. Winkler appointed station manager of WFIL-FM Philadelphia. Mr. Winkler, who had served as fm sales manager, succeeds **Joseph J. Novenson,** who moves to WFIL-TV as producer of *American Bandstand.*

Frederick L. Gilson, account executive, CBS Films, N. Y., named manager of Atlanta office.

John K. Markey, formerly of *New York Daily News* in Chicago sales office, joins Devney-O'Connell, station representative, that city, as vp in charge of midwest office.

Robert J. Horen, formerly of Radio-TV Reps Inc., Chicago, joins Daren F. McGavren, that city, as radio account executive.

Tony Temple, formerly general manager of KVNA Flagstaff, Ariz., to KOWN Escondido, Calif., as account executive.

Mr. Whalen

Mr. Knap

Mr. McDermid

Jay Whalen, Joseph Knap and **Ralph McDermid Jr.,** join John Blair & Co., N. Y., group plan staff, effective immediately. Mr. Whalen, who was formerly with The Katz Agency, N. Y., also served Edward Petry & Co., and Young & Rubicam, both N. Y. Mr. Knap, new director of media planning for group plan, was formerly with Wesley Assoc., N. Y. Mr. McDermid has been with Armed Forces Network, as producer in Europe.

John K. Williams, formerly assistant director of pr for Electro-Motive Div., General Motors, LaGrange, Ill., named executive secretary of Georgia Assn. of Broadcasters.

Thad M. Sandstrom, WIBW-TV Topeka, re-elected president of Kansas Assn. of Broadcasters. New vp is **Max Falkenstien** of WREN Topeka, and **Bob McKune** of KSAL Salina, is secretary-treasurer.

Dale Moore, president and general manager of KGVO Missoula, Mont., elected president of Montana Broadcasters Assn. **Paul Crain,** president of KUDI Great Falls and secretary-treasurer of KRTV (TV), that city, elected vp, and **W. L. Holter,** owner-manager of KLTZ Glasgow, secretary-treasurer.

Harry Novik, president and general manager, WLIB New York, elected director, New York State Radio Assn.

Mr. Heywood

John J. Heywood appointed vp and treasurer of Crosley Broadcasting Corp., Cincinnati, filling position left vacant by death of **Kieran T. Murphy** (BROADCASTING, Feb. 6). Mr. Heywood was director of business affairs for NBC-TV, and has been connected with network since 1950 when he joined as systems analyst.

George Phillips, news director of WAVZ New Haven, Conn., elected president of Connecticut Associated Press Broadcasters Assn., succeeding **Tom Eaton** of WTIC Hartford. **John Deme,** owner-manager of WINF Manchester, was elected vp, and **Abe Najamy,** news director of WLAD Danbury, secretary.

Geoffrey Harwood appointed news director of WEZE Boston.

John Arthur Bloomquist, news director and air personality with KMOP Tucson, Ariz., to Bell Aerosystems, Gila Bend, Ariz.

Jim Leaming, sportscaster for WIP Philadelphia, will also broadcast Mon.-Fri. sports news program over WRCV-TV, that city, while continuing his regularly scheduled show over WIP. It was incorrectly indicated in BROADCASTING April 17, that Mr. Leaming was leaving WIP.

Wip Robinson III, news director of WSVA-AM-TV Harrisonburg, Va., elected president of Virginia Associated Press Broadcasters, succeeding **Walter Crockett,** news director of WCYB-AM-TV Bristol. **Robert M. Lambe,** president and general manager of WTAR-AM-TV Norfolk, elected vp; **Charles Craig,** of WDVA Danville, treasurer, and **Frank H. Fuller,** Richmond AP bureau chief, secretary.

Gabe Pressman, NBC News, elected president of Radio-Newsreel-Television Working Press Assn., N. Y. **Larry Racies** of CBS News was re-elected chairman of board of governors.

Paul Sciandra, formerly program director of WROC-TV Rochester, N. Y., to WGR-AM-FM Buffalo, in similar capacity. Mr. Sciandra replaces **Sidney Gaby,** resigned.

Hal Kennedy, news and pr director of KKTV (TV) Colorado Springs-Pueblo, Colo., appointed program director in addition to present duties. Mr. Kennedy replaces **Carl Pehlman,** who resigned to form own company.

John R. Haney, producer director of WUFT (TV) (educational station) Gainesville, Fla., appointed program director. **James K. Petersen** replaces Mr. Haney.

WRGB puts your MESSAGE WHERE THE SALE BEGINS

The number 1 voice and picture in Northeastern New York and Western New England. 992-11

WRGB 6
CHANNEL
A GENERAL ELECTRIC STATION
ALBANY • SCHENECTADY • TROY

Don Porter, program manager of KGW Portland, Ore., resigns.

Chuck Olson named promotion director of WSM-TV Nashville, Tenn., succeeding **Charlie Cash,** who resigned to accept similar post with KTVI (TV) St. Louis.

Terrence S. Ford appointed promotion director of WHK-AM-FM Cleveland. Mr. Ford, who has been with station for four months as assistant promotion director, replaces **W. Gary Davis,** who was named director of national sales coordination.

Cecil Ruffin, production director of WNEM-TV Saginaw-Bay City, Mich., named operations director. **Jim Harrington,** former air personality, replaces Mr. Ruffin.

Mr. Exline

William A. Exline, general sales manager of KIRO-TV Seattle, named manager. Prior to joining station in June 1958, he was with Peters, Griffin, Woodward, station rep, in San Francisco, and before that with KRON-TV, that city.

Leon Whipple, WSTV-TV Steubenville, Ohio, joins production department of WIIC (TV) Pittsburgh.

Nelson L. Goldberg, sales manager of WKPA Tarentum, Pa., promoted to general manager.

Richard N. Goldstein appointed director of labor relations, NBC, New York. Mr. Goldstein, who came to NBC as attorney in legal department in 1957, formerly was with Proskauer, Rose, Goetz & Mendelsohn, New York law firm.

Robert J. Keenan, for six years with NBC New York, named manager of sales planning and development, NBC-TV sales, central division, Chicago. He succeeds **Bob Daubenspect,** now with Foote, Cone & Belding, that city.

Murray Weissman, formerly of ABC-TV, joins CBS-TV, as manager of special services, press information department, Hollywood.

Charles Crawford named to newly created post of director of research and sales development for WTOP Washington, D. C. Mr. Crawford has been associated with station since 1958. **Margaret Nelson** appointed director of promotion, publicity and public service. Mrs. Nelson comes from St. Louis and Nashville, where she worked with Gardner Adv., KMOX and Olian Adv.

Frank Mangan, manager of Chicago office of NBC Spot Sales, has been appointed director of tv sales for WRCV-TV Philadelphia. Mr. Mangan replaces **Theodore H. Walworth Jr.,** recently named vp and general manager of WNBC-AM-FM-TV New York (BROADCASTING, April 3). **Thomas M. Lawrence,** automotive markets and merchandising manager of *Look Magazine,* appointed to WRCV sales staff.

Seymour (Hap) Eaton, account executive with Peters, Griffin, Woodward, appointed national sales manager of WJBK-TV Detroit. Mr. Eaton assumes duties previously performed by **Keith T. McKenney,** recently named general sales and administrative manager.

William Cancilla, merchandising director KNBC San Francisco, to same position, KGO, that city. **Ray Watson,** salesman at KVNI, Couer D'Alene, Idaho, joins sales staff of KGO.

Louis Cole, salesman and director, WWRL New York, retires after 30 years with station.

Roy W. Hall, formerly of CBS, joins tv sales staff of Peters, Griffin, Woodward, N. Y.

Jim Brown, formerly with KCAL Riverside, KGRY Corona and KYOR Blythe, joins local sales staff of KEZY Anaheim. All are California stations.

William R. Brown, advertising representative of Guy Gannett Portland (Me.) newspapers, joins advertising sales staff of WCSH-TV Portland.

Ed Samra appointed sales representative of WJBK Detroit. He had previously been member of WOIA Ann Arbor, Mich., sales staff.

Lester S. Clarke named to newly created post of director of research, KABC-TV Los Angeles. He had previously headed his own research organization in Memphis, Tenn. **Roy Drushall,** merchandising manager and national sales manager of KABC, resigns.

Steve Morgan named news and public affairs director of WOKY Milwaukee. **Don Hughes,** formerly news director of KRAK Stockton, Calif., joins news staff and **Richard Hanna,** time salesman from WARD Johnstown, Pa., also joins station.

Mr. Burke

Jack Burke, account executive with CBS Spot Sales in Chicago since June 1956, promoted to manager of that office, succeeding **Thomas Peterson,** resigned. Mr. Burke previously had served as account executive for Weed & Co., that city, and before that was salesman for Standard Oil of Indiana, and Procter & Gamble.

Mike Prelee, newscaster for WERE

NEW YORK CITY'S

first new luxury hotel in thirty years

A Renaissance of the Arts of Hospitality

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the SUMMIT OF NEW YORK

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Robert Huyot, Vice President & General Manager

LOEW'S HOTELS, INC. • PRESTON ROBERT TISCH, PRESIDENT • C. C. PHILIPPE, EXECUTIVE VICE PRESIDENT

Cleveland, to KYW, that city, as news editor.

Wes Adams, chief announcer and news director of WKRT-AM-FM Cortland, N. Y., to WBEC Pittsfield, Mass., as news director.

PROGRAMMING

Karl von Schallern, formerly of Crosby/Brown Productions, joins Peter M. Robeck, Chicago, in charge of midwestern operations and sales.

James J. Seaborne, vp in charge of advertising, pr and special projects for Uhlmann Co., Los Angeles, joins Bill Sturm Inc., tv film commercial producers, as account executive.

Nat Alper, formerly of Color Div., Movielab Co., N. Y., joins Guffanti Film Labs, that city, as assistant sales manager.

Fran McFall joins publicity staff, Hanna-Barbera Productions, Hollywood, producer of *The Flintstones, Yogi Bear, Huckleberry Hound* and other tv cartoon series. She was previously with Jerry Lewis Productions, The Jerry Ross organization and fan magazine *See/Hear.*

Stuart Rosenberg has been signed as staff producer-director of *The Untouchables* at Desilu. He directed five shows of current season, will direct 10 and produce three for 1961-62 season.

Kenneth R. Clark, playwright and former speech and drama instructor at Stanford U., has been appointed associate producer of ABC-TV's *Day In Court* and *Morning Court* daytime series produced by Selmur Productions.

Robert Behrens, midwest division, Official Films Inc., moves to New York, to handle company's eastern sales force. **Marvin Lowe,** formerly of Seven Arts Associated Corp., joins Official as account executive in Chicago office.

ALLIED FIELDS

Mr. Hardesty

Mr. Hamilton

John F. Hardesty named president of Hamilton-Landis & Assoc., media brokerage firm, Washington, succeeding **Ray V. Hamilton,** who was named chairman of board. Mr. Hardesty joined Hamilton-Landis two years ago as vp in charge of western division with headquarters in San Francisco. Prior to that he was vp and general manager of Radio Advertising Bureau; eastern sales manager of Westinghouse Broadcasting Co., and station relations director of National Assn. of Broadcasters.

EQUIPMENT & ENGINEERING

Rear Admiral William L. Freseman, USN (Ret.), has been appointed assistant to president of Radio Engineering Labs Inc. (REL), communications subsidiary of Dynamics Corp. of America, N. Y.

Richard T. Orth, vp of operations, Eitel-McCullough, San Carlos, Calif., appointed director. **Gould Hunter,** vp administration, elected secretary, replacing **E. E. McClaran,** former vp of finance and secretary, who resigned to join Telsta Corp., Redwood City, Calif. **Daniel L. Whybark** and **James H. Johnson** named sales engineers. Mr. Whybark had served as applications engineer for Raytheon Co. Mr. Johnson was chief project engineer for Ling Electronics.

Gene K. Beare, former president of General Telephone & Electronics International, New York, producers in fields of electronics, lighting, tv and radio, photography, and national defense, named president of Sylvania Electric Products, that city, subsidiary of GT&T. Mr. Beare succeeds **Robert E. Lewis,** who has resigned to become president of Perkin-Elmer Corp., Norwalk, Conn.

James W. Proctor Jr., formerly sales manager of Diamond National Corp.'s Wood Products division, appointed California district manager of Raytheon Co.'s Distributor Products Div., succeeding **George C. Trotter,** who has been appointed to newly created corporate post of consultant, microwave components.

Richard P. Gifford, manager of Communication Products department of General Electric Co., Lynchburg, Va., appointed member of Joint Technical Advisory Committee (JTAC) by committee's sponsors, (Electronic Industries Assn., and The Institute of Radio Engineers). He fills vacancy created by death of **Dr. John V. L. Hogan.**

INTERNATIONAL

Lloyd J. Hoole, formerly of CJOR Vancouver, B. C., to manager of CKEK Cranbrook, B. C.

George F. Bertram, advertising manager of Swift Canadian Co. Ltd., Toronto, re-elected for third term as president of Bureau of Broadcast Measurement, co-operative industry research organization. **Ross A. McCreath,** All-Canada Radio and Tv Ltd., Toronto, elected vp, along with **John F. Glasier,** Ford Motor Co. of Canada, Toronto. Other BBM directors newly elected are **W. N. Hawkins,** CFOS Owen Sound, Ont.; **Robert D. Amos,** F. H. Hayhurst Co., Ltd., Toronto advertising agency; and **R. G. Draper,** Foster Adv. Ltd., Toronto.

Gerry Tisdall named manager of local sales for Ziv Programs (Canada) Ltd., Toronto, distributor of Ziv-United Artists tv programs there. Mr. Tisdall formerly was with All-Canada Radio & Television Ltd., that city.

John Fisher, well-known Canadian radio commentator, and currently executive director of Canadian Tourist Assn., appointed special assistant to Prime Minister John Diefenbaker.

Keith Davey, sales manager of CKFH Toronto, appointed executive director of National Liberal Federation, with headquarters in Ottawa, Ont.

GOVERNMENT

Stanley Plesent, former attorney for Young & Rubicam, New York, appointed deputy general counsel for U. S. Information Agency.

DEATHS

John W. Shultz, 46, president and general manager of WHEE Martinsville, and WHEO Stuart, both Virginia, died of heart attack 19 April in Duke U. hospital.

WRGB
puts your MESSAGE WHERE THE SALE BEGINS

The number 1 voice and picture in Northeastern New York and Western New England. 992-11

WRGB CHANNEL **6**
A GENERAL ELECTRIC STATION
ALBANY • SCHENECTADY • TROY

Football is the key to second tv network

HELD VITAL TO BEGINNING SECOND CANADIAN CHAIN

Sports coverage is playing a crucial role in the future of a second Canadian television network. At an Ottawa public hearing of the Board of Broadcast Governors April 11-14 the purchase by CFTO-TV Toronto, Ont., of the rights to televise professional football games in Canada this fall and next, was severely criticized by both the BBG and the Canadian Broadcasting Corp. In previous years CBC carried the games.

CFTO-TV was applying for a temporary network to carry the games this fall with CJOH-TV Ottawa, Ont., and CFCF-TV Montreal, Que. BBG Chairman Dr. Andrew Stewart, criticized John Bassett, CFTO-TV's president, for making the deal without knowing in advance if he would receive a network permit, and for depriving other parts of Canada of the broadcasts. Mr. Bassett and CBC officials held negotiations for carrying the games on some CBC stations. But CBC felt this was the first wedge towards disintegration of its national tv network. Mr. Bassett told the BBG that the football clubs, (he is president of the Toronto Argonaut football club) were only interested in the money ($750,000 for the two years), and not in how many stations carried the games.

At the same hearing Spence Caldwell applied for a license for his Canadian Television Network Ltd. He had been given a temporary license to form the company last fall. Mr. Caldwell said he now has all second stations in eight Canadian cities signed up. The BBG informed Mr. Caldwell he would have to guarantee a minimum of 10 hours weekly of network broadcasting to start. Mr. Caldwell replied that he had interpreted BBG network regulations as requiring 10 hours of network reserve time by the eight stations, not specific programming.

Without the football broadcasts it was felt Mr. Caldwell could not get his network underway this August for the 10 hours required. Mr. Bassett was not prepared to let football telecasts be carried further than Toronto, Ottawa and Montreal, although all three stations have signed agreements to be part of Mr. Caldwell's network. Behind the scenes there is rumored jockeying for control of the network by CFTO-TV, which was one of the last stations to sign an agreement with the Caldwell operation.

Mr. Caldwell hopes to develop enough programs through independent program producers and member stations of the network. He told the BBG he would need at least 20 hours each week to break even. But he could not guarantee a minimum of 10 hours weekly at the beginning.

Some film production may move to Canada

New Board of Broadcast Governor regulations requiring 45% of Canadian television station programming to be Canadian went into effect April 1. Already, the possibility looms that some U.S. production companies may make tv programs north of the border.

A number of new film distributors have opened Canadian offices, mainly to sell British and French films, which count as half-Canadian content. U.S. and other foreign film or tape programs do not count. Companies now in Canada include Screen Gems, MGM-TV, Twentieth-Century-Fox, NBC, Warner Bros., and Ziv-UA.

Some are considering making tv shows in Canada, though not entirely with Canadian actors. Companies planning Canadian filming are obtaining content ratings from the BBG. The nationality of writers, actors, stars, technicians, producers, stage hands and others all play a part in the rating given. If about two-thirds of the people in the production are Canadians, and the film is made in Canada, it will receive a 100% Canadian classification and count toward the 45% Canadian program content required of all Canadian tv stations.

Canadian set sales drop

Both radio and television set sales are behind last year in Canada for the first two months of 1961, according to figures released by the Electronic Industries Assn. of Canada. Radio receiver sales for January and February totalled 66,257 units compared with 70,601 last year at the same time. Television set sales totalled 52,567 units this year as against 53,381 last year. Biggest sales this year (22,592 units) were for receivers with screens 23 inches and over.

ABP
ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS
In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

INGREDIENTS FOR INSTANT BROADCASTING

Today's modern stations are using an ever-increasing amount and variety of broadcast material. AUTOMATIC TAPE CONTROL allows unlimited use of taped spots, programs and production aids without threading, cueing or rewinding. Material is recorded on tape in plastic magazines and stored for instant use. Operator simply slips the magazine in a playback unit, pushes a button and the material is on the air. The tape resets itself, ready for reuse or storage. ATC is made by the originator and largest manufacturer of automatic tape control systems . . . now in use in over 600 radio and TV stations.

SPECIFICATIONS
Frequency Response, ±2 db from 70 to 12,000 cps, ±4 db from 50 to 15,000 cps; Signal-to-noise Ratio—55 db; Wow and Flutter—Under 0.2% RMS.

Complete automation now available with
NEW ATC 55

Newly developed unit permits playback of 55 consecutive magazines without resetting or reloading. Used in sets of two or more, ATC 55 can give you completely automated broadcasting.

See The ATC 55 At The N.A.B. Show, Booth 6

AUTOMATIC ATC TAPE CONTROL
209 E. Washington St., Room 200
Bloomington, Illinois

USIA calls foreign tv growth 'phenomenal'

IN PAST DECADE SET OWNERSHIP JUMPS TO 43 MILLION

The growth of television in foreign lands has been "phenomenal" in the last decade, the U. S. Information Agency reported last week. The number of foreign sets in use has jumped from a little over 1 million in 1951 to 43 million today; the number of transmitting stations, from 28 to 1,488. USIA adds, "There seems to be no slackening in this rate of growth."

The report, prepared by the USIA Office of Research and Analysis, said that at the end of 1960, 62 foreign countries, including six new ones, had television. The expansion was steady in Western Europe, the Far East and Latin America, with slower progress in the Near and Middle East and South Asia. Africa "was taking its first steps in this field."

The report includes all countries with the exception of the United States, its territories and Canada. U. S. Armed Forces television stations abroad were also excluded. The six countries listed for the first time are Costa Rica, Ecuador, the Netherlands Antilles (Curacao), the United Arab Republic, the Federation of Rhodesia and Nyasaland, and Okinawa.

Among the "highlights" of 1960 overseas television were the continuing East-West propaganda war conducted via television, the establishment of a television network (Intervision) among communist countries, the take-over of all tv stations by the Cuban government, the increasing popularity of tv debates in Japan and Italy (following the example of the American elections), and the efforts of several West European countries to establish a second television program.

A Tv First ▪ The report also noted that the "World's First International Festival of Television Arts and Sciences" will be held in Montreaux, Switzerland, from May 15 to 27. The festival, which will feature a trade fair, will bring together television people from all over the world for lectures and discussions of common problems.

The report said that television's great strides in Western Europe were due largely to the further development of tv networks in West Germany, Italy, France and Sweden. Japan was said to be the leader in the Far East, and Brazil and Argentina were found to be the most active in Latin America. The communist bloc, led by the Soviet Union, was also found to be expanding its facilities.

The growth of television, however, was not regarded as an unmixed blessing in some areas, particularly in underdeveloped countries. The report quoted a Peruvian newspaper story as describing one village whose natives "have not been able to resist the psychosis that tv has brought, and instead of buying material for building up their homes, have preferred to buy tv sets."

Japan brightens as tv film market

The prospects for U. S. tv film distributors to sell programs in Japan are brightening considerably. The Japanese Finance Ministry has issued 1961-62 regulations, calling for an overall increase in the total U. S. dollar allocation from $2.1 million to $3 million a year, and eliminating provisions for ceiling prices on film and for the number of tv films that may be imported.

The new developments were circulated last week by the Motion Picture Export Assn. An association spokesman reported that the only restriction to "entirely free trading" in Japan is the dollar allocation.

The liberalized regulations, which went into effect on April 1, provide: no limit on the number of foreign films which may be imported, eliminating the quota of 10 half-hour programs per station per week established for the past year; no ceiling price per film, eliminating the ceiling price of $500 per half-hour film and permitting free bargaining between buyer and seller; an overall increase in the dollar allocation of 45%, raising this year's budget to $3 million from $2.1 million of the past year.

There are four separate categories of tv film importation, with each limited only by the total amount of dollars to be made available. These are: (1) "for series" allocation, which is the network budget, with each of the five networks allocated $8,000 per week or an annual total of $2.08 million; (2) "for global" allocations which is the per station budget and is divided among the individual stations according to market size, with total yearly allocation of $610,000; (3) "for color tv" allocation, which is a budget for color film only and amounts to $150,000 annually (the buying station must charge only one-third of a color film against this allocation, with the other two-thirds comting from categories 1 or 2 and (4) "other allocations," which includes documentary films of a news and sports nature and which will amount to approximately $160,000 annually.

Ireland gets green light on its first tv station

Ireland will have its first television station soon. The government has provided $7 million for this purpose to the government owned Radio Eireann. The first telecast is expected in November.

Radio Eireann's tv operation will be commercial. Programming will concentrate heavily on Irish drama and will include some shows in Gaelic.

Radio Eireann plans a new building for its tv enterprise. It will have an area of 45,000 square feet, including one studio of 4,000 square feet and another of 1,700. Tv equipment will include mobile camera and video tape units.

Abroad in brief...

CFTO-TV ups rates ▪ CFTO-TV Toronto, Ont., on the air since Dec. 1, 1960, has announced an increase in advertising rates of from 15 to 20% in prime time from 8-11 p.m. Al Bruner, sales manager of CFTO-TV, reports the station is meeting the 45% Canadian program content regulations of the BBG.

MGM-TV in Canada ▪ MGM-TV has opened a Canadian office at Toronto, Ont., to sell film. Wm. Robinson, formerly Ontario and Atlantic provinces representative of Screen Gems (Canada) Ltd., has been appointed manager.

CAN YOU TAKE A JOKE??

Well, then I must confess that it's not exactly yours for the *taking*, but I DO offer—at reasonable rates—a weekly script service consisting of stories, satires, humorous comments on the passing scene—40 separate pieces of various length, designed to put the light touch to your programming. It's the kind of material which, for the past ten years has stood this country boy in good stead in the big city. It would, of course, be EXCLUSIVE to you within your coverage area!

If interested—and I hope you are—write for sample script and details to:

JACK STERLING

BARBTON, INC.

485 Madison Ave., New York 22, N. Y.

The man in the street

Radio's man-in-the-street format will never fade away so long as interviews deal with opinions about major world, national or local news events, according to KRNT Des Moines. KRNT's *What Do You Say* (weekdays 12:15-12:30 p.m., originating in front of a downtown department store) marks its tenth anniversary this month and just keeps selling away for the original sponsor, Anderson-Erickson Dairy. KRNT uses its top news personality on the show to give it vitality. Dairy President Iver Erickson credits the program with helping the firm's steady growth and now uses five other programs on KRNT-AM-TV too.

New look in public service

WXYZ-TV Detroit has gone in for a new look in public service with the search for Sally Seven.

Each month, public service agencies having fund-raising campaigns or educational programs at that time will select a Sally Seven (attractive woman in the Detroit area between 18-30 who enters the contest) who will become the face and voice for the campaign that particular month.

A different Sally will be selected each month. According to John Pival, president of WXYZ Inc. (ch. 7), the Sally Seven promotion will be two-fold in purpose. First it will increase the effectiveness of WXYZ-TV's public service operation with its fresh approach. Second, it will offer young women the opportunity to appear on television and develop their talents. The first Sally will make her appearance May 1.

Third Man promotion

WIIC (TV) Pittsburgh kicked off its new *The Third Man* show with a five-day promotion that left many folks wondering just who they were.

Viewers were asked to locate WIIC's Third Man who made 10 appearances in various areas around the city. Cash prizes were awarded to those who correctly identified the mystery man and said, "You are Channel 11's Third Man," in each area. The station reports he was identified more than 200 times with $900 going to the winners.

The manhunt was promoted by a heavy spot saturation on WIIC, "Wanted" signs in Pittsburgh supermarkets and pretty models giving away leaflets —10,000 of them (leaflets, not models).

Submerged d. j.

When a store specializing in skindiving equipment opened in Washington, D. C., it bought time on WPGC which serves Washington from suburban Morningside, Md. In turn, the station dispatched d.j. Dean Griffith to the store, Eight Fathoms Deep, to do two of his record shows. A specially-hooked microphone in a tank at the store permitted Mr. Griffith to broadcast underwater continuously for two hours in one show, and for an hour in the other program.

BPA adds fm award category

The Broadcasters' Promotion Assn. Inc., Cleveland, has added fm stations as a separate category of competition to its awards for on-the-air promotion. The awards will be given for the first time this year. BPA plans to make them annual.

Drumbeats...

Hobby fair ▪ Listeners of Mary Ann Woods' *For Women Only* 10-11 a.m. weekdays on WTCN Minneapolis-St. Paul will gather at the station May 2 for a hobby fair. More than 60 listeners already are scheduled to display their hobbies at the evening event.

Braille Tunedex ▪ WIP Philadelphia announced it will publish its Tunedex (list of top 61 songs and albums) in Braille and will provide it free to listeners and institutions for the blind in the Delaware Valley.

Steel campaign ▪ WSTV-TV Steubenville, Ohio, mindful of the unemployment situation in the predominately steel-producing area, has instigated a "better buy steel campaign, the job you save may be your own." And the plan has caught on like wildfire with 40 mayors in six counties joining the bandwagon. The operation officially begins May 1 when Steelmark Month is proclaimed.

Tv sets pushed ▪ "Operation Snowball," an industry-wide campaign to stimulate lagging tv set sales, got underway at the Northshore Shopping Center in Peabody, Mass., last week. All 54 merchants in the center, most of whom do not sell tv sets, are participating in the 10-day sales drive by displaying posters and other sales material. The campaign is being conducted

TV STATION MANAGERS

Thank you for your letters. You'll be hearing from us.

National Audience Board, Inc.
Peter Goelet, President

Luxury Living! Sensible Location!

Specify The New Weston, in the heart of the advertising and broadcasting belt, as your in-town address. Our splendid rooms and suites make an ideal environment for living or entertaining. Theatres, clubs, shops are advantageously close. NOW COMPLETELY AIR CONDITIONED.

In the distinguished world of the
HOTEL New Weston
Madison Ave. at 50th St.
New York • PLaza 3-4800

World-Famous
NEW WESTON BAR & ENGLISH DINING ROOM

Here you rub shoulders with the smartest people any time of day. Come in for cocktails and hot canapes. The cuisine is skillfully prepared to Continental tastes. Try it some day soon . . . at lunch or dinner.

by the Electrical Products Div. of Corning Glass Works.

Marine alert ▪ KING Seattle, Wash., is offering a new service to its listeners, *Marine Alert*, a weekend report of weather, water and traffic information in Puget Sound. The show originates from Coast Guard Headquarters each weekend and will continue through the end of the boating season.

Colorful language ▪ Language too colorful for the public ended the plan of KMTV (TV) Omaha, Neb., to telecast "The Day of the Game." But all is not lost. The station, using sound-on-film, found it unfeasible to edit various sections of the show about a basketball coach, his team and the big game which was filmed and recorded with hidden equipment. But the station is providing the film to local men's clubs where it is proving to be a hit.

Big sign ▪ WNBC-AM-TV New York has contracted with Palisades Amusement Park, across the Hudson River, for the use of what they call the world's largest running electrical billboard to promote the station's call letters, programs and activities. The electric giant is 220 feet long, 22 feet high, contains 22,000 60 watt bulbs and is connected by 22 miles of wire. It will flash each night from dusk to 1 a.m. The sign also will give time and temperatures.

RAB roadshow

Radio Advertising Bureau, New York, is making available to advertising agencies what it calls the best of current radio commercials in a roadshow exhibition.

According to RAB, the roadshow is an effort to dramatize to agency personnel the vast potential of radio.

The plan was originated at BBDO, New York, which had the idea to exhibit current radio commercial techniques. The agency called in RAB which arranged the displays and helped with various ideas. Response was so enthusiastic that RAB decided to offer the show to other agencies, first in New York, then in other key cities.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: March 30 through April 5. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—Special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

APPLICATION

Montgomery, Ala. First Alabama Corp.—uhf ch. 32 (578-584 mc); ERP 233.4 kw visual, 116.7 kw aural; antenna height above average terrain 473 ft., above ground 419 ft. Estimated construction cost $200,561, first year operating cost $128,750, revenue $146,000. P.O. address 1007 Barringer Bldg., Columbia, S. C. Studio location near Montgomery. Transmitter location near Montgomery. Geographic coordinates 32° 21′ 39″ N. Lat., 86° 12′ 50″ W. Long. Transmitter RCA TTU-12A, antenna RCA TTU-24. Legal counsel Spear, Hill, & Greeley, Washington 5, D. C. Consulting engineer Carl L. Kowalski. Principals include Geddings H. Crawford, Jr., Phil E. Pearce, Hugh M. Chapman, John W. Huggins, Richard Keenan, and Edwin H. Cooper (all 14.29%). Mr. Crawford has investment banking interests. Mr. Keenan has petroleum transportation interests. Mr. Cooper is in real estate. Ann. April 13.

New am stations

APPLICATIONS

Conejo Valley, Calif. Conejo Bcstrs.—850 kc; 500 w. Ant. height above mean sea level 1178 ft. P.O. address c/o Janss Investment Corp., Thousand Oaks, Calif. Estimated construction cost $68,545, first year operating cost $120,000, revenue $150,000. Principals are **Edwin Janss Jr.** (50%) and **Wm. C. Janss** (50%). They have interests in investment and development companies. Ann. April 11.

Cabool, Mo. Frank Maczuk—1240 kc; 250 w. P.O. address Box 313, Cabool. Estimated construction cost $10,372, first year operating cost $14,700, revenue $17,500. Principal is **Rev. Maczuk** (Baptist). Ann. April. 19.

Lincoln, Neb. David N. Osborne—1530 kc; 500 w. P.O. address 548 Insurance Bldg., Omaha, Neb. Estimated construction cost $18,445, first year operating cost $48,000, revenue $60,000. Principal is **Mr. Osborne** (100%). He is in real estate and insurance. Ann. March 31.

Burgaw N. C. Pender Bcstg. Co.—1470 kc; 1 kw. P.O. address Rt. 2, Wallace, N. C. Estimated construction cost $11,166, first year operating cost $24,000, revenue $36,000. Principals are **Raymond W. Fields** (⅓), **Oathel B. Hall** (⅓), and **Wm. M. Baker** (⅓). Mr. Baker has interest in local oil tanker business and in realty company. Ann. April 18.

Existing am stations

APPLICATIONS

WENN Birmingham, Ala.—Cp to change from DA-D to non-DA. (1320 kc). Ann. April 13.

KLEI Kailua, Hawaii—Cp to change frequency from 1240 kc to 1210 kc and increase power from 250 w. to 1 kw. unl. Ann. April 18.

WBYS Canton, Ill.—Cp to increase power from 250 w. to 10 kw, install new transmitter and install DA-D. (1560 kc). Ann. April 18.

WAGN Menominee, Mich.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. April 18.

KVOU Uvalde, Tex.—Cp to increase daytime power from 250 w to 1 kw. and install new trans. (1400 kc). Ann. April 13.

WPRW Manassas, Va.—Cp to change hours of operation from D to unl., using power of 5 kw, install DA-N&D, change ant.-trans. and studio location and install new trans. (1460 kc). Ann. April 14.

New fm stations

APPLICATIONS

Phoenix, Ariz. Ward James Atkinson—96.9 mc; 4.8 kw. Ant. height above average terrain 1537 ft. P.O. address 37541 Carson Rd., Farmington, Mich. Estimated construction cost $19,113, first year operating cost $24,974, revenue $23,725. Principal is **Mr. Atkinson.** He has no other business interests. Ann. April 13.

Orlando, Fla. Stanley Bcstg. Co.—97.5 mc; 35.3 kw. Ant. height above average terrain 263 ft. P.O. address 46 East Robinson Ave. Estimated construction cost $46,355, first year operating cost $53,520, revenue $57,600. Principals are **Mr.** and **Mrs. Stanley A. Kurpinski** (50.2%). They have no other business interests. Ann. April 12.

Des Moines, Iowa S. E. Q. Corp.—93.7 mc; 5 kw. Ant. height above average terrain 302 ft. P.O. address 408 Lincoln Court, Des Moines. Estimated construction cost $35,590, first year operating cost $60,000, revenue $78,000. Principal is **George W. Webber** (53.3%). He has no other business interest. Ann. April 19.

Minneapolis, Minn. Charles B. Persons and Assoc.—102.5 mc; 3.73 kw. Ant. height above average terrain 76 ft. P.O. address 3702 East Lake St., Minneapolis 6. Estimated construction cost $13,603, first year operating cost $16,400, revenue $16,500. Principal is **Mr. Persons** (100%). He is radio-tv consulting engineer. Ann. April 13.

Atlantic City, N. J. Eastern Bcstg. Co.—96.9 mc; 5.64 kw. Ant. height above average terrain 141 ft. P.O. address c/o Diener & Chase, Wyatt Bldg., Wash. 5, D. C. Estimated construction cost $20,355, first year operating cost $5,000, revenue $10,000. Eastern Bcstg. is 90% owned by Atlantic Bcstg. Co. Principal is **Milton Diener** (53⅓%); rest of stock is divided between his three brothers. Atlantic is licensee of WUST & WJMD (FM) Bethesda, Md. Eastern is licensee of WFPG Atlantic City, N. J. Ann. April 11.

Clovis, N. M. Norman E. Petty—99.9 mc; 3.14 kw. Ant. height above average terrain 68 ft. P.O. address 1321 West Seventh St., Clovis. Estimated construction cost $20,088, first year operating cost $25,000, revenue $27,000. Principal is **Mr. Petty.** He has trio, and music publishing and electronics equipment sales businesses. Ann. April 13.

Babylon, N. Y. WGLI Inc.—94.3 mc; 1 kw. Ant. height above average terrain 120 ft.

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P.O. address Falmouth Rd. & Madison Ave., Babylon. Estimated construction cost $6000, first year operating cost and revenue no increase over am operation. Principal is **Friendly Frost Inc.** Its principals include **Gerald O. Kaye** (20.08%), **Frank Perloff** (22.69%), and **Vincent Giordano** (22.69%). WGLI Inc. is licensee of WGLI and WTFM (FM). Ann. April 14.

Port Clinton, Ohio R. W. R. Inc.—94.5 mc; 6.7 kw. Ant. height above average terrain 164 ft. P.O. address 114 East Fifth St., Port Clinton. Estimated construction cost $18,800, first year operating cost $24,000, revenue $30,000. Principal is **Robert W. Reider** (51%). He is principal stockholder of Port Clinton newspaper. Ann. April 14.

Ephrata, Pa. Garden Spot Bcstrs. Inc.—105.1 mc; 8 kw. Ant. height above average terrain 299 ft. P.O. address P.O. Box 419, Ephrata. Estimated construction cost $19,714, first year operating cost $3,000, revenue $4,500. Principals are **Lester J. Grenewalt** (41⅔%), **John H. Norris** (25%), and **Samuel R. Youse** (33⅓%). Each owns ⅓ of WABW Annapolis, Md. Ann. April 18.

Reading, Pa. Howard F. Reber, Frank A. Franco—102.5 mc; 1 kw. Ant. height above average terrain 488.2 ft. P.O. address c/o Mr. Reber, 1322 Perkiomen Ave., Reading. Estimated construction cost $28,005, first year operating cost $26,000, revenue $33,000. Principals are both doctors of medicine. Ann. April 6.

Wichita Falls, Tex. Radio Wichita Falls—95.1 mc; 3.75 kw. Ant. height above average terrain 430 ft. P.O. address Box 88, Wichita Falls. Estimated construction cost $14,568, first year operating cost $38,000, revenue $43,000. Principals include **Bob Lipscomb** (30%) and **David A. Kimbell** (50%). Mr. Lipscomb owns ad agency. Mr. Kimbell owns ¼ of drilling contractor. Ann. April 14.

Richmond, Va. Professional Bcstg. Inc.—98.9 mc; 73.8 kw. Ant. height above average terrain 438 ft. P.O. address 1003 Electric Bldg., 7th & Franklin Sts., Richmond. Estimated construction cost $49,285, first year operating cost $41,750, revenue $48,000. Principals are **Joseph T. Byrne** (19.2%), **Wm. F. Grigg, Jr.** (19.2%), **Wm. T. Moore** (23.2%), **Charles A. Bosher** (19.2%), and **Wilfred A. Jarvis** (19.2%). Messrs. Byrne, Grigg, and Moore are doctors. Dr. Moore owns two farms and has stock in two medical buildings. Ann. April 6.

Kenosha, Wis. Service Bcstg. Corp.—92.3 mc; 3.52 kw. Ant. height above average terrain 143 ft. P.O. address 505 Kenosha Nat'l. Bank Bldg., Kenosha. Estimated construction cost $40,876, first year operating cost $72,000, revenue $75,000. Principals are **Arnold W. Johnson** (16.66%), **Robert L. Heller** (16.66%) **Charles R. Dickoff** (16.66%), and **John E. Malloy** (50%). Mr. Johnson owns concrete company; Dr. Heller is dentist; Mr. Malloy is lawyer and director of small businesses; Mr. Dickoff has interests in WEAQ, WIAL (FM) Eau Claire, WISM-AM-FM Madison, and WOSH Oshkosh, all Wis. Ann. April 18.

Ownership changes

APPLICATIONS

WGWC Selma, Ala.—Seeks assignment of license from **Dallas Bcstrs. Inc.** to **Robert J. Martin** for $55,000. He owns a farm. Ann. April 13.

KSLY San Luis Obispo, Calif.—Seeks assignment of license from **Rex O. Stevenson** to **Berry Bcstrs. Inc.** for $37,500. Principals are **Reginald D. Streeter** (⅓), **John W. Borba** (⅓), and **Sylvain Lassalette** (⅓). They have no other broadcast interests. Ann. April 18.

KWME (FM) Walnut Creek, Calif.—Seeks assignment of license from **Eugene N. Warner, F. Wellington Morse,** and **Logan Z. Edwards** to Messrs. **Warner** and **Morse.** Mr. Morse will pay Mr. Edwards $1,000. They have no other broadcast interests. Ann. April 18.

WDJK (FM) Atlanta, Ga.—Seeks assignment of permit from **Joel S. Kaufmann** to **Mitchell Melof** for $1250. Mr. Melof owns 100% of WLAQ, Rome, Ga. Ann. April 14.

WAMV-AM-FM East St. Louis, Ill.—Seeks assignment of licenses from **Hess-Hawkins Co.** to **Stanlin Inc.** for $350,000. Principals are **Lawrence R. Picus** (⅓) and **Simpson R. Walker Jr.** (⅓). Mr. Picus has 47½% interest in WOBS Jacksonville, Fla. Mr. Walker has 47½% interest in WOBS and is also in real estate. Ann. April 13.

WKEI Kewanee, Ill.—Seeks assignment of license from **WKEI Bcstg. Co.** to **Joseph E. McNaughton, J. Richard Sutter,** and **George Walker** for $125,000 (includes $25,000 for agreement not to compete). Mr. McNaughton has interests in WCRA Effingham, Ill., WRMN Elgin, Ill., KXGI Fort Madison, Iowa, and in newspaper. Mr. Walker has interest in WCRA. Mr. Sutter has interest in WRMN and KXGI. Ann. April 13.

WITH-AM-FM Baltimore, Md.—Seeks transfer of control from Louise M. Tinsley, deceased, to First National Bank of Baltimore and S. Ralph Warnken, executors, son Thomas G. Tinsley Jr., daughter Louise T. Steinman, and B. Warren Corkran. Distribution of control not yet decided. Mrs. Tinsley owned 70% of stations' stock. Mr. Tinsley 14%, Mr. Corkran 0.4%. Mr. Tinsley has interests in WXEX-TV Petersburg, Va., and WLEE Richmond, Va. Ann. April 18.

KANS Independence, Mo.—Seeks transfer of control from **Glenn G. Griswold** to **Kenyon Brown** for $2,000. Transfer will give Mr. Brown 60% of stock. He has baseball and oil interests and interests in KGLC Miami, Okla., KFOX-AM-FM Long Beach, KITO San Bernardino, KSON San Diego, KCOP (TV) Los Angeles, all Calif., KPTV (TV) Portland, Ore., and KXYZ Houston, Tex. Ann. April 18.

WKOP-AM-FM Binghamton, N.Y.—Seeks transfer of control of 24% of stock from **Frank H. Altdoerffer** to his daughters and their husbands **Daniel Helms, Gary Fleming, George Richards,** and **Richard M. Hunter.** Mr. Altdoerffer retains 27% of stock. No consideration is involved. Ann. April 19.

WOTT Watertown, N. Y.—Seeks transfer of control from **Frances M. Johnston** to son, **James M. Johnston.** No consideration is involved. Transfer will give Mr. Johnston 58.3% of stock. He has no other business interests. Ann. April 14.

WSYD Mount Airy, N. C.—Seeks transfer of control from **Robert H. Epperson** to **Erastus F. Poore** for $35,000. He has no other broadcast interests. Ann. April 18.

WONE-AM-TV, WIFE (FM) Dayton, Ohio—Seeks assignment of licenses from **Skyland Bcstg. Corp.** to **WONE Inc.** for $1,650,000. WONE Inc. is wholly owned by **Brush-Moore Newspapers Inc.** and its stock is voted by **Thomas S. Brush, Wm. I. Hershey,** and **Wm. H. Vodrey Jr.,** executive committee of Brush-Moore. Brush-Moore owns WHBC-AM-FM Canton, Ohio. Ann. April 19.

KIHI (FM) Tulsa, Okla. & KVIT (FM) Oklahoma City, Okla.—Seek transfer of control from **Henry S. Griffing,** deceased, to **J. C. Updike,** executor of estate. Mr. Updike has no broadcast interests. Ann. April 19.

KGRL Bend, Ore.—Seeks assignment of license from **C. E. Wilson** and **John H. McAlpine** to **Mr. McAlpine** for $55,250. Mr. McAlpine will fully own station. He has no other business interests. Ann. April 11.

WFCT Fountain City, Tenn.—Seeks assignment of license from **Radio Fountain City Inc.** to **Radio Tennessee Inc.** for $60,000. Principals are **Frederick L. Allman** (50%) and **Robert K. Richards** (50%). Mr. Richards has interests in WKYR Keyser, W. Va., WKBZ Muskegon, Mich., and pr firm. Mr. Allman has interests in WKYR, WKBZ, and WREL Lexington, Va. Ann. April 13.

KOPY Alice, Tex.—Seeks assignment of license from **Alice Bcstg. Co. Inc.** to **Norman Bldg. Corp.** for $200,000. Principal is **Robert N. Aylin** (100%). He is in investments. Ann. April 19.

WJMA Orange, Va.—Seeks assignment of license from **Charlottesville Bcstg. Corp.** to **WJMA Inc.** for $60,000. Principal is **Henry Bower** (100%). He has interest in chemical company and in golf course. Ann. April 19.

KROE Sheridan, Wyo.—Seeks transfer of control from **Eugene Cowan** to **Sam Rosenthal.** Consideration $2,500. Mr. Rosenthal will then own 53.34% of KROE. He has no other broadcast interests. Ann. April 13.

Hearing cases

FINAL DECISIONS

■ Commission gives notice that Feb. 20 initial decision which looked toward (1) approving proposed merger agreement between Nansemond Bcstrs. and D. D. Cameron, and accepting amendment to application to reflect agreement, (2) dismissing application of Nansemond for new am station to operate on 1010 kc, 5 kw, DA, D, in Suffolk, Va., and (3) granting application of Cameron for new station to operate with same facilities in Portsmouth, Va., became effective April 11 pursuant to sect. 1.153 of rules. Action April 13.

■ Commission gives notice that Jan. 31 initial decision which looked toward (1) setting aside July 27, 1960 action which granted applications of J. R. Karban for two new tv translator stations on chs. 71 and 76 to serve Rhinelander, Wis., by translating programs of stations WFRV (TV) (ch. 5) Green Bay and WSAU-TV (ch. 7) Wausau and for mod. of cps for stations W73AD and W80AC Rhinelander, to reduce ERP from 142 w to 107.52 w, relocate translators to ¾ mile south of Rhinelander and

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change trans. line and ant. system, and (2) granting applications upon condition that permittee shall forthwith cancel agreement which he has negotiated with nine repair and retail outlets in Rhinelander, Wis., area restricting sale and repair of uhf tv receivers or converters to or for persons who do not subscribe to tv translator system operated by permittee and that permittee shall not thereafter operate under or enter into any contract, arrangement or undertanding with repair or retail outlets in Rhinelander area which prohibits sale or repair of uhf tv receivers, converters, or apparatus used in connection therewith, to or for persons who do not subscribe to tv translator system operated by permittee, became effective March 22 pursuant to sect. 1.153 of the rules. Ann. April 13.

STAFF INSTRUCTIONS

■ Commission on April 13 directed preparation of document looking toward denying application of Suburban Bcstrs. for new class A fm station to operate on 103.1 mc; ERP 1 kw; ant. height 146.6 ft., in Elizabeth, N. J. October 6, 1960 initial decision looked toward granting application.

■ Commission on April 13 directed preparation of document looking toward granting application of Suburban Bcstg. Co., Inc., to increase power of WVIP Mount Kisco, N. Y., from 1 kw to 5 kw, continuing daytime operation on 1310 kc, DA. May 13, 1960 initial decision looked toward denying application.

INITIAL DECISIONS

■ Hearing examiner Jay A. Kyle issued initial decision looking toward granting application of Belen Bcstg. Co. for new am station to operate on 860 kc, 250 w, D, in Belen, N. M. Action April 19.

■ Hearing examiner Elizabeth C. Smith issued supplemental initial decision looking toward reinstating and affirming May 25, 1959 grant of application of Fred H. Whitley for new am station to operate on 960 kc, 1 kw, D, in Dallas, N. C., and denying application of Wayne M. Nelson for new station on same frequency with 500 w, D, in Concord, N. C. Action April 14.

■ Hearing examiner Herbert Sharfman issued initial decision looking toward granting applications of East Liverpool Bcstg. Co. to increase daytime power of WOHI East Liverpool, Ohio, on 1490 kc from 250 w to 500 w, DA-D, continued nighttime operation with 250 w, and Gerity Bcstg. Co. to increase daytime power of WABJ Adrian, Mich., on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w, each conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw. Action April 15.

■ Hearing examiner Herbert Sharfman issued initial decision looking toward granting application of Hirsch Bcstg. Co. to increase daytime power of KFVS Cape Girardeau, Mo., from 1 kw to 5 kw, continued operation on 960 kc, 500 w-N, DA-N, conditioned that Oscar C. Hirsch shall divest himself of all ownership in KSIM Sikeston, Mo., resign as director thereof, and hold no ownership or official relationship with that company, and that within 30 days from effective date of grant grantee shall notify commission of such divestiture and related acts, and denying for default in prosecution application of Firmin Co. for new station to operate on 960 kc, 500 w, DA, D, in Vincennes, Ind. Action April 14.

OTHER ACTIONS

■ Commission ordered Seaway Bcstg. Co. to show cause why its cp for WMPP (1470 kc, 1 kw D) at Chicago Heights, Ill., should not be revoked, and to appear at hearing in Chicago at time to be specified later. This action is based on indications that false statements were made to commission to conceal unauthorized transfer of control, also certain facts about William S. Martin, president of company.

In addition to its cp granted Nov. 8, 1960, company has pending applications for transfer of control and for mod. of cp to specify studio location. Action April 13.

■ Commission advised William L. Jones, Philadelphia Bcstg. Co. that neither his 1957 filing entitled "Application for Authority to Conduct Subscription Tv Operations" or subsequent request for such "conditional" authority could be granted.

Application was filed Dec. 26, 1957, before commission issued its third (1959) report establishing ground rules for trial of toll-tv. In 1957 company had cp for proposed tv station (WSES) on ch. 29 there. Permittee was unable to revise its pay-tv proposal to meet all of requirements, so it asked for authorization to engage in subscription operation conditional to meeting full compliance later. However, tv station cp was cancelled on Nov. 22, 1960 with those of other uhf permittees who had failed to construct. (Toll-tv test is limited to operating tv station.) Commission points out to Mr. Jones that any resubmission of his proposal must comply with all of conditions of third report and be coupled with application for cp for tv station on locally assigned channel. Action April 13.

■ By report and order, commission finalized rule making and amended tv table of assignments by reserving for educational use ch. 10 (now commercial) in Augusta and Presque Isle, Maine, and assigning commercial ch. 7 to Bangor by deleting it from Calais, effective May 26.

Proceeding stemmed from conflicting proposals by Leon P. Gorman to switch ch. 7 from Calais to Bangor, and U. of Maine to reserve ch. 10 in Augusta and Presque Isle and ch. 7 in Calais for educational use to make possible statewide educational network reaching 98 percent of Maine's population.

Bates College now controls Pine Tree Telecasting Corp., permittee of WPTT on ch. 10 in Augusta which it intends to operate entirely as educational station and has consented to reservation, and ch. 10 in Presque Isle is unapplied for. In view of fact that U. of Maine proposed satellite operation in Calais, commission feels that uhf channel or translator station would serve small population of that area.

Community Telecasting Service has pending application for ch. 7 in Calais, contingent upon channel not being reserved for education, with specific proviso that they favor its reservation for educational use; however, there is no indication as to whether, if granted, construction of station would proceed with dispatch. On other hand, Gorman has already taken steps preparatory to applying for channel in Bangor, which would improve competitive situation by providing for third service, and could bring full program schedule of third network to Bangor area. Action April 19.

Routine roundup

ACTIONS ON MOTIONS

By Commissioner Frederick W. Ford

■ Granted petition by Broadcast Bureau and extended to April 26 time to respond to petition by Nueces Telecasting Co. and Tropical Telecasting Corp. to enlarge issues in Corpus Christi, Tex., tv ch. 3 proceeding. Action April 13.

■ Granted petition by WLPO La Salle and WSDR Sterling, both Ill., and extended to April 17 time to file exceptions to initial decision in proceeding on am applications of KICD Spencer, Iowa. Action April 17.

■ Granted petition by Suncoast Cities Bcstg. Corp. and extended to April 24 time to file exceptions to initial decision in Largo, Fla., tv ch. 10 proceeding. Action April 18.

By Chief Hearing Examiner James D. Cunningham

■ Granted petition by Robert F. Neathery and accepted his appearance filed one day late in proceeding on his application and that of Radio Co. of Texas County for new am stations in Houston, Mo. Action April 11.

■ Granted petition by Nathan Frank for leave to amend his proposal for WNBE-TV New Bern, N. C., by reducing specified ERP from 233 kw to 200 kw. Action April 11.

■ In accordance with sect. 1.140 (c) of rules, dismissed with prejudice application of Bernalillo Bcstg. Co. for am facilities in Albuquerque, N. M., applicant having failed to file required written appearance. Action April 12.

■ Granted joint motion by applicant and Broadcast Bureau and corrected as proposed by moving parties transcript of hearing in proceeding on applications of Eleven Ten Bcstg. Corp., for renewal of license of KRLA & aux., Pasadena, Calif., and for license to cover cp. Action April 11.

■ Scheduled hearings in following proceedings on dates shown: June 14: Application of Eagle River Bcstg. Co., for assignment of cp for WERL Eagle River, Wis., to Eagle River Bcstg. Co. Inc. am applications of WEXC Inc., Depew, N. Y.; June 21: Application of WSLS-FM Roanoke, Va. Action April 14.

■ Scheduled oral argument for April 27 on joint petition by Santa Fe Bcstg. Co., Santa Fe, and Valley Bcstrs., Espanola, applicants for am facilities, for approval of agreement looking toward dismissal of Santa Fe's application. Action April 14.

By Hearing Examiner Isadore A. Honig

■ Closed record in proceeding on application of Dixie Radio Inc. for new am station in Brunswick, Ga., and, pursuant to agreement reached at hearing, ordered that proposed findings shall be filed by May 15 and replies by May 25, and further ordered that filing parties are relieved from any obligation to make service upon Bamberg County Bcstg. Co. of copies of any documents submitted by them in proceeding. Action April 11.

■ Upon request by Broadcast Bureau and without objection by applicant, ordered that date for filing proposed findings of fact and conclusions is postponed from April 13 to April 24 and from April 27 to May 8 for replies in proceeding on am application of WLAT Conway, S. C. Action April 11.

■ Issued order following prehearing conference of April 11 in proceeding on application of George Shane for am facilities in Victorville, Calif., scheduled certain procedural dates, directed applicant to utilize 1960 U. S. Census population data in his evidentiary presentation on issues 1 and 2, and continued hearing from May 15 to June 8. Action April 12.

■ On own motion, scheduled prehearing conference for April 26 in proceeding on am applications of Kenneth G. Prather and Misha S. Prather, Boulder, Colo. Action April 13.

■ Denied petition by Robert F. Neathery to change May 15 hearing date in proceeding on his application and that of Radio Co. of Texas County for am facilities in Houston, Mo. Action April 17.

By Hearing Examiner Forest L. McClenning

■ Granted motion by Beacon Bcstg. Sys-

Continued on page 88

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Broadcast Engineering Consultant
4341 South 8th Street
Terre Haute, Indiana
Wabash 2643

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tem Inc. and continued further hearing from April 12 to April 25, and granted petition by Broadcast Bureau and extended from April 10 to April 17 date to file proposed findings of fact and conclusions on air hazard issue in proceeding on Beacon's application and that of Suburban Bcstg. Co. Inc. for am facilities in Grafton-Cedarburg and Jackson, Wis. Action April 11.

■ Granted petition by WTMT Louisville, Ky., for leave to amend its am application to specify daytime operation only and removed amended application from processing line and terminated proceeding. Action April 17.

■ Granted petition by Broadcast Bureau and extended from April 17 to April 24 time to file proposed findings on air hazard issue in proceeding on applications of Beacon Bcstg. Systems Inc. and Suburban Bcstg. Co. Inc. for am facilities in Grafton-Cedarburg, and Jackson, both Wis. Action April 18.

By Hearing Examiner Asher H. Ende

■ Issued order following prehearing conference of April 11 in proceeding on applications of Lorenzo M. Milam and Eastside Bcstg. Co., for new fm stations in Seattle, Wash., scheduled certain procedural dates, and continued May 8 hearing to June 13. Action April 11.

By Hearing Examiner Millard F. French

■ With consent of all parties, continued April 14 further prehearing conference to April 21 in proceeding on applications of Suburban Bcstg. Co. and Camden Bcstg. Co. for new fm stations in Mount Kisco, N. Y., and Newark, N. J. Action April 11.

By Hearing Examiner Charles J. Frederick

■ As result of agreements reached on record of April 11 prehearing conference, scheduled certain procedural dates, further prehearing conference for May 26, and continued April 21 hearing to June 26 in proceeding on applications of Big Horn County Musicasters for new am station in Hardin, Mont. Action April 11.

■ Granted petition by WBBW Youngstown, Ohio, for leave to amend its am application to make slight reduction in ant. effective field from 169 mv/m to 154 mv/m. Action April 14.

■ Granted petition by Music Productions Inc. for leave to make various corrections to its application for am facilities in Waynesboro, Va.; application is consolidated for hearing with WDTI Danville, Va. Action April 14.

■ Closed record in proceeding on am applications of WDTI Danville and Music Productions Inc., Waynesboro, Va. Action April 17.

■ On own motion, scheduled further prehearing conference for April 14 in matter of revocation of license of Mandan Radio Assoc. for KBOM Bismarck-Mandan, N. D. Action April 12.

■ As result of agreements reached at April 14 prehearing conference in matter of revocation of license of Mandan Radio Assoc. for KBOM Bismarck-Mandan, N. D., continued hearing scheduled for April 26 in Bismarck, N. D., to July 17, in Bismarck. Action April 17.

■ On own motion, scheduled further hearing for April 18 in proceeding on applications of Sayger Bcstg. Co. and Malrite Bcstg. Co. for new am stations in Tiffin and Norwalk, Ohio. Action April 12.

■ As result of agreements reached at April 12 prehearing conference, scheduled certain procedural dates and continued May 31 hearing to July 24 in proceeding on applications of Wagner Bcstg. Co. for am facilities in Woodland, Calif. Action April 12.

By Hearing Examiner Herbert Sharfman

■ Scheduled further prehearing conference for group I consolidated am proceeding for April 20 (Mid-America Bcstg. System, Inc., Highland Park, Ill., et al). Action April 11.

■ Granted petition by Broadcast Bureau and further extended from April 13 to April 20 to file initial proposed findings of fact and conclusions and from May 8 to May 15 for replies in proceeding on application of WHYZ-TV Duluth, Minn. Action April 13.

■ Issued memorandum of April 12 ruling on petition by McLean County Bcstg. Co. for leave to file corrective amendment to its application for am facilities in Normal, Ill.; granted petition and accepted proposed amendment entitled "Engineering Statement for McLean County Broadcasting Co., Normal, Ill., March 31, 1961." Action April 13.

By Hearing Examiner Elizabeth C. Smith

■ Granted request by KCRA Inc. Sacramento, Calif., and made certain specified corrections to transcript in proceeding on its application for renewal of license. Action April 12.

■ Upon request by E. C. Gunter, dismissed his motion for leave to amend his application for new tv station to operate on ch. 3 in San Angelo, Tex., which is consolidated for hearing with Abilene Radio and Television Co. for similar facilities. Action April 14.

By Hearing Examiner Annie Neal Huntting

■ Received in evidence exhibit No. 46 of James J. Williams and closed record in proceeding on his application for new am station in Williamsburg, Va. Action April 11.

By Hearing Examiner Walther W. Guenther

■ Granted petition by Broadcast Bureau and continued April 14 hearing to May 15 in proceeding on application of Central Wisconsin Television Inc. for new tv station to operate on ch. 9 in Wausau, Wis. Action April 12.

■ On own motion, corrected transcript of record and allowed 5 days for objections in proceeding on applications of Radio Carmichael for am facilities in Sacramento, Calif. Action April 13.

By Hearing Examiner Jay A. Kyle

■ Received in evidence Belen Bcstg. Co. exhibit No. 1 and closed record in proceeding on its application for am facilities in Belen, N. M. Action April 13.

■ Pursuant to April 14 prehearing conference in proceeding on application of Ypsilanti-Ann Arbor Bcstg. Co., for am facilities in Ypsilanti, Mich., scheduled certain procedural dates and continued April 18 hearing to May 17. Action April 14.

By Hearing Examiner Thomas H. Donahue

■ By order, formalized agreements made at April 12 prehearing conference in proceeding on application of Jefferson County Bcstg. Co. for am facilities in Jefferson City, Tenn.; scheduled May 10 for exchange of exhibits and hearing for May 17. Action April 12.

■ Granted joint motion by applicants and continued April 12 hearing to June 12, in order to afford commission opportunity to pass on joint petition for reconsideration and grant without hearing that will be filed by parties in proceeding on am applications of WMOH Hamilton, Ohio. Action April 12.

■ Upon joint request of all parties, continued hearing from April 14 to April 28 in proceeding on application of Inter-Cities Bcstg. Co. for am facilities in Livonia, Mich. Action April 12.

By Hearing Examiner David I. Kraushaar

■ Granted petition by WNBE-TV New Bern, N. C., and continued April 26 hearing without date pending further order in premises in reproposal for specification of trans. and ant. site. Action April 17.

■ Rescheduled April 6 prehearing conference, which was continued without date by April 4 order of chief hearing examiner, for April 26 in matter of mod. of license of KERO-TV (ch. 10), Bakersfield, Calif. Action April 17.

■ Rescheduled April 12 prehearing conference, which was continued to new date to be specified by hearing examiner by April 11 order of chief hearing examiner, for May 10 in proceeding on am applications of KGFJ Los Angeles, and Sun State Bcstg. System Inc. San Fernando, both Calif., and on own motion, continued May 10 hearing to date to be determined at prehearing conference. Action April 17.

By Hearing Examiner Basil P. Cooper

■ Pursuant to agreements reached at April 14 prehearing conference, continued May 15 evidentiary hearing to date to be announced at conclusion of further prehearing conference which will be called within ten days after commission has acted on presently pending petition to enlarge issues in proceeding on applications of Bar None Inc., and Independent Bcstg. Corp. for am facilities in Dishman and Spokane, Wash. Action April 14.

■ Granted petition by Broadcast Bureau and continued from April 12 to April 19 time to file responsive pleadings to presently pending petition of both applicants to amend their applications, and continued April 19 evidentiary hearing to April 26 in proceeding on applications of WTVM (TV) and WRBL-TV Columbus, Ga. Action April 14.

Continued on page 95

The Collins 26J-1 Auto-Level Limiting Amplifier extends your signal to greatly enlarge the size of your listening and selling audience. It boosts average and low levels and compresses the highs to increase average modulation and increase coverage. The Collins 26J-1 makes fades smooth and automatic.

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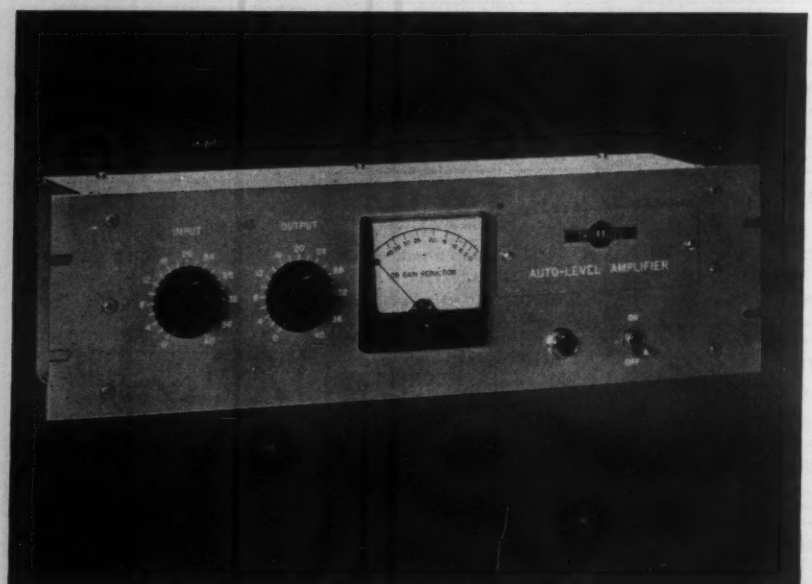

compression ratio 3:1 optimum, adjustable 1.6:1 to 5:1 • frequency response ±1 db, 50-15,000 cps • input and output impedance 600 ohm unbalanced • input level adjustable from —26 dbm to +30 dbm • power source 115 v or 230 v ac, 50-60 cps single phase. For more information contact your Collins sales engineer or write direct.

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RADIO

Help Wanted—Management

Your chance to move into management from salesmanager. Small market station in sunny south Florida needs manager who can sell and do a board shift. Base plus percentage of what you sell and percentage of gross revenues. Expect long hours, hard work in this job which can be your first station management position and your stepping stone to larger markets within the chain. Resume to Box 769D, BROADCASTING.

Wanted—Program manager for negro appeal station in major market. This is a permanent position with excellent future for man willing to work and take responsibility. State background and experience in first letter. Box 881E, BROADCASTING.

Qualified general manager. Florida. Give complete resume; biographical data; previous employment; references; pertinent sales billing history. Run station as your own. Absentee ownership. Salary and incentives. Box 938E, BROADCASTING.

The big one!—Excellent opportunity for successful manager of modern radio station to move into top spot of major facility in one of America's leading markets, east of Mississippi. Applicants must be able to withstand thorough investigation of ability and character. Write Box 950E, BROADCASTING.

Sales manager for group owned WBEE metropolitan Chicago negro programmed station. Excellent opportunity for advancement. Must have impressive personal sales record and ability to direct sales force. Send all information including recent photo in first letter to Box 970E, BROADCASTING.

Immediate opening for program director with mature concept of radio's capabilities. Station has reputation for public service, adult programming, sensitivity to area's interests and communications needs. Applicants must have college background, extensive announcing and board experience, broad knowledge of music, ability to type, and capability of directing and working with people. Send recent photograph, letter outlining education background, all past work-history, references, and salary expected. Send tape consisting of news, commercials, and general idea of program structure you favor. Address replies to Vern W. Williams, General Manager, WCLO, Janesville, Wisconsin.

Assistant manager for OK Group stations in mid-south and gulf coastal areas. Must have had radio sales experience. Opportunity for advancement to managership. Salary range from $7500 to $10,000 a year plus override on sales and fringe benefits. Write giving full details. Stanley W. Ray, Jr., 505 Barrone St., New Orleans, La.

Sales

Baltimore—Good money and top future for salesman who is looking upward. Multiple chain. Box 756E, BROADCASTING.

South Florida metro market. $100.00 week plus 15%. Weekly collected sales of $500.00 you get $150.00. On $1000.00 you get $250. You must have a proven record in radio time sales which will be thoroughly checked. A great opportunity for the hard working pro. Box 767D, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Sell the best station in this growing south central medium market—No high pressure but you must have the ability to gain respect of our top businessmen through your knowledge of radio advertising and your willingness to become a part of this lovely college town. $100 week guarantee. Box 897E, BROADCASTING.

Major market. Southern New England's top indie in million plus market needs proven producers now. Top dollar to right men. Send all details on your background please. Box 924E, BROADCASTING.

Texas kilowatt seeking experienced salesman, some announcing. Salary, commission. Box 964E, BROADCASTING.

Salesman: For single station small market. A good opportunity to settle down. Salary commensurate with experience. Contact assistant general manager, KAOL, Carrollton, Missouri. Phone 27.

Two aggressive, idea-selling salesmen with management potential needed for top rated indie in million plus market. See Mr. Mann, May 1st at Boston's Sheraton-Plaza.

Wired music salesman—Must have experience with Muzak or similar company. Car necessary. $100 a week. Harmony, Box 2148, West Palm Beach, Florida.

Announcers

South Florida 5 kw indie needs dj. Must be fast paced, tight production, experienced in modern radio format operation. $125 week to start. Box 553D, BROADCASTING.

Combo man. $125.00 week to start . . . $140 in 3 months at south Florida station. Heavy on announcing side. Experienced man only. Send full resume to Box 768D, BROADCASTING.

Announcer with first class ticket, maintenance is secondary. Box 928D, BROADCASTING.

Experienced morning man for mid-western medium market. No beginners as this job will pay above average income to the right man. Send tape, complete resume, and starting salary expected. Personal interview will be arranged later. Box 744E, BROADCASTING.

Best salary for two outstanding, experienced men. Versatile newsman and a production-minded dj for fast-paced top 40 station. Resume and tape. Box 870E, BROADCASTING.

Commercial D/J—Medium mid-west market—must have 1st phone. Start $550.00, plus all extras. Send details and tape. Box 892E, BROADCASTING.

Nation's leading radio chain wants a young, intelligent personality dj, with sharp wit and spontaneous humor, good on news. No drifters. This is a job with a long run and solid future for right, bright young dj. Send tape, picture and three references to Box 894E, BROADCASTING.

Experienced announcer-salesman with 1st-class license, by only AM-FM station in beautiful college town 1 hour from Los Angeles. $100 weekly for board work plus 20% on sales. Send resume, tape, photo. Box 904E, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

"Live-wire" independent in Maryland serving the eastern shore resort area needs salesman-announcer. Top station, top signal, top opportunity. Box 929E, BROADCASTING.

Pennsylvania radio station needs adult minded announcers. Men who can hold a good audience. No shouters. Rush tapes, and pictures to Box 974E, BROADCASTING.

Experienced announcer needed. Paul Vaughn, KESM, El Dorado Springs, Missouri.

DJ with first ticket, with or without maintenance, experienced or inexperienced KGHM, Brookfield, Missouri.

Wanted, money hungry announcer-salesman. Hard worker can make $600 a month. Must be family man with minimum of 4 years experience. Mondays off. Personal interview preferred. K-GRL, Bend Oregon.

Experienced staff announcer needed by leading independent music news operation. Forward full details, tape. WASA, Havre de Grace, Md.

Announcer with first class ticket. Sixty miles from New York City. WBNR, Beacon, New York.

Immediate opening, first phone dj to join our personality team. We feature versatile voices, bright style, lively pace. No hysteria. Ideal conditions. No maintenance. Top ratings, staple market of 350,000. Do you qualify? Send tape and photo to Ed K. Smith, WCMB, Harrisburg, Penna.

First phone combo announcer. Pop or country personality. Kilowatt fulltimer in pleasant small town. Send tape, photo, resume to WCTT, Corbin, Kentucky.

Wanted: Announcer with first phone—no maintenance—40 hour week—Paid hospitalization—Paid life insurance—Paid vacation. Send tape and resume to WEED, Rocky Mount, North Carolina.

Mid Tennessee fulltimer has opening for engineer-announcer. Must handle routine maintenance and regular board-shift. Emphasis on announcing, plenty of opportunity for advancement. Tape, resume, photo. WGNS, Box 310, Murfreesboro, Tenn.

Wanted immediately, announcer with first class license. Excellent working conditions. Excellent pay. WITE, Box 277, Brazil, Indiana.

Versatile staff announcer. Good newscasting ability. Morning schedule. Modern facilities—fulltime station. Salary $75 to $100 week. Must be from south. WLAG, La Grange, Georgia.

WNLC New London, Connecticut. Staff position. Start $85 week. Commercial experience required. Send tape, resume. Leslie Morson, Program Director.

Announcer, with first class ticket (no maintenance) for one kw daytime station soon to go on air in eastern Pennsylvania. Good future and salary for capable young man. Send tape and resume to WYNS, Lehighton, Pennsylvania.

Wanted immediately. Experienced announcer-salesman. Paul Vaughn, KESM, El Dorado Springs, Missouri.

Announcers. Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential. Professional Placement, 458 Peachtree Arcade, Atlanta, Georgia.

Help Wanted—(Cont'd)

Technical

Immediate opening for experienced chief. Montana kilowatt with remote control needs man that can assume full responsibility for technical end. Station has excellent equipment. Applicant must have executive ability and be strong on maintenance. Send resume including credit, character references, plus picture. Box 842E, BROADCASTING.

Chief engineer-announcer—1st phone, 1 kw directional. California top-rated radio station. References. $400.00 per month to start. KAFY, P.O. Box 6128, Bakersfield, California.

Chief engineer, or combination chief engineer-announcer. Experience most important. Strong, 250-watt operation, college town. Good salary. KHAS-Radio, Hastings, Nebraska.

Wanted: Engineer-announcer for daytimer. Station WAMD, Aberdeen, Md.

Chief engineer am and fm station. Send references and experience. WHOP, Hopkinsville, Kentucky.

WTTN-Watertown, Wisconsin. Chief engineer-some announcing, immediate.

Progressive growing New York state broadcasting organization has engineering positions open for licensed first phone engineering personnel, write G. F. Cushing, Vice President Engineering, Ivy Broadcasting Company, Box 10, Ithaca, New York.

Production—Programming, Others

Combination engineer and announcer . . . 1st class license required. FM station, New York City. Send tape. Write Box 916E, BROADCASTING.

Newsman for dominant middlewestern independent with experience in writing and delivering local news. You'll work with six mobile units. Box 961E, BROADCASTING.

Newsman wanted. Some experience required. Send resume, tape and minimum wage. Opening immediate. Michigan. Box 982E, BROADCASTING.

News director. Must be experienced. Prefer married man. Good salary. Send tape and resume to KMAQ, Maquoketa, Iowa.

Copywriter—Miami—The south's top 50,000 watter needs experienced copywriter, capable of speed, accuracy and fresh ideas with ability to make good use of production aides. Send background, sample copy and salary desired to Ned Powers, WINZ, Miami, Florida.

Progressive production minded station desires first ticket announcer. Salary open, new building, new Collins equipment. Home on premises available, if desired. WMVO, Mount Vernon, Ohio.

RADIO

Situations Wanted—Management

New Yorker desires to manage and buy stock into radio station. Responsible, experienced. Box 779E, BROADCASTING.

Get a qualified man for management. Fifteen years in radio, experienced in every department, first class license. Successful record of stability; employed. Box 845E, BROADCASTING.

Radio manager. 8 years sales manager. Record of successful stations. Also national tv experience. Prefer midwest. Box 852E, BROADCASTING.

Talented announcer, copywriter, production and sales background. College grad, seeking move to management or assistant management small to medium market station. Ten years broadcasting experience. Could invest. Age 30 . . . could invest. Box 832E, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Attending convention? Seeking to interview manager/sales manager possibility? I'll be there! Personal meeting with you solicited. I'll lay on line thorough industry-know-how background, plus ten year successful manager-sales manager record. After that you personally check my top industry references. They'll be there too! From your reply I'll contact. Box 976E, BROADCASTING.

General manager. Eighteen years all phases. Over ten years manager very successful station. Excellent references. Box 867E, BROADCASTING.

Striving to attain managership. Experience in radio and television. Seeking sports minded station. Last three years experience included program director, disc-jockey, and newscaster. Midwest location preferable. Box 890E, BROADCASTING.

General manager—18 years all phases radio and television—hard working 38 year old family man—heavy radio sales. Last six years manager/commercial manager same company. College degree-excellent references-west preferred. Box 895E, BROADCASTING.

Energetic, ambitious 33 year old broadcast veteran. Successful 15 years administrative, sales, creative production and talent background. Currently broadcasting executive in California. Desire move up with possible part ownership. Box 911E, BROADCASTING.

General manager available due to station sale. Fifteen years experience includes every department. Nine years full management small-medium competitive markets. Family man in mid 30's. Excellent references. Box 918E, BROADCASTING.

Management team, top references, wants Florida station that's losing money. Will sell, program, staff your station in one, reasonable package. Experience includes Florida market. Proved money makers. Box 919E, BROADCASTING.

General manager. Northeast only. Know all phases of radio—if you're looking for a hard worker and producer, I'm your man. Box 942E, BROADCASTING.

Attention station owner with health problem or other situation indicating you should start taking it easier. Capable, proven manager, BSME, strong personal sales, top industry references seeking location in southwest with substantial investment opportunity. Have in excess of $50,000 cash available. Box 948E, BROADCASTING.

Sales manager, experienced. Require and worth five figures. 37, college. Box 959E, BROADCASTING.

Ready for first management position. College grad, 27, promotion minded, aggressive. Experience in small, medium, large markets. Can sell, write, produce, announce. Desire growing organization with opportunity. Box 965E, BROADCASTING.

Sold! Following two years reorganization, rehabilitation and manager/sales manager work in March acting for owner I sold station, good profit. Sound record of management and sales over past twelve years now available. The station sales approved this month; I'm heading for Convention to talk employment. Let's plan to meet and exchange values. Box 977E, BROADCASTING.

Manager. 15 years experience all phases. Heavy on local, regional spot selling. Desires to manage and buy stock into small or medium market radio station. Highest industry references. Box 984E, BROADCASTING.

Sales

Presently employed as production manager-salesman. Desire position full time sales. Ten years broadcasting experience all phases. College grad. Box 833E, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

Experienced salesman desires association with established group station with opportunity for advancement. Reliable, good worker. Wisconsin or Minnesota. Box 913E, BROADCASTING.

June graduate with B.S. degree seeking sales position in New England. Experienced in production, announcing, and some sales. Top references. Box 979E, BROADCASTING.

Aggressive young man desires combination sales-announcing position! Experienced! Upper midwest preferred. Chips Flodin, P.O. Box 431, phone TE. 2-0790, Eau Claire, Wisconsin.

Announcers

Available immediately. 5 years experience in dj and news. Wish the eastern area. Draft exempt. Box 927E, BROADCASTING.

Announcer, dj, news. College grad. 5 years experience. Family. Presently employed. Desire better pay and opportunities. Prefer good music. Tapes available. Free in June. Box 722E, BROADCASTING.

Experienced announcer — Sportscaster. 26 looking for active well organized station. Full of ambition, reliable. Radio college graduate. Tape, resume, picture available. Box 724E, BROADCASTING.

Energetic young announcer wishes to relocate in metro market with swingin' station. Married . . . education . . . experienced in dj shows (all types music); news; sports play-by-play; personal appearances. Box 729E, BROADCASTING.

Bright, happy sounding modern DJ-PD. . . . Extensive programming-production background in top metropolitan market operations. Prefer New York state area . . . will consider others. Box 806E, BROADCASTING.

Top rated d.j. looking for a New Frontier in N. Y., N. J. or Conn. Box 877E, BROADCASTING.

Play-by-play sports and newsman. B.A. Seven years experience. Box 879E, BROADCASTING.

Dependable. Unique. Warm. Consider first-rate station only. $750.00. Box 880E, BROADCASTING.

Available immediately. Announcer-engineer. Graduate DeVry Tech, Chicago. 1-year experience. Highest recommendations available. More interested in job with future than immediate remuneration. Box 886E, BROADCASTING.

Announcer, four years AM experience. Seeking night position, midwest. Married. Box 823E, BROADCASTING.

Veteran, 27, single, wishes start in radio, college student, available summer, sincere willingness cooperate work and learn all phases radio work, will send tape, commercials, news, comedy; picture. Box 901E, BROADCASTING.

Need that happy sound? I need $85 per week to start. Experienced in top 40 and middle of the road. Tops on news. Let's get together. Box 903E, BROADCASTING.

Ten years, versatile, good music. Personality, top rated, married, BBA. Box 906E, BROADCASTING.

Experienced, young, production minded dj, merried, looking for a place to settle and grow with the station. Box 908E, BROADCASTING.

DJ, announcer, experienced. Not a floater or a prima donna. Box 914E, BROADCASTING.

DJ-announcer. Young, ambitious, bright sound. Want top 40. Prefer station within 100 miles of New York. Box 915E, BROADCASTING.

Have talent, will travel. D.J., bookkeeping, and production experience, all in radio. Will relocate. Box 917E, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Young, dj wants summer replacement work. Three years experience. Now working at 5 kw in top 100 market. Air-check and resume on request. Box 920E, BROADCASTING.

Experienced dj, pd, seeking larger market. Married-family. Prefer midwest. Box 925E, BROADCASTING.

Strong on news, good on D.J. shows and commercials. General staff announcing. Available to travel anywhere. Resume and tape on request. Box 926E, BROADCASTING.

Combo man—recent broadcasting school graduate—some experience-salary open. Box 931E, BROADCASTING.

Announcer, one and half years experience, college, veteran. Currently employed. Box 932E, BROADCASTING.

Announcer, 10 years experience, 1 year tv, versatile, friendly, sincere, presently employed, seeking bigger market. Would welcome personal interview. Box 936E, BROADCASTING.

DJ in south looking for station with growth potential. State format, 3 years experience, college, family. Box 937E, BROADCASTING.

Smooth, experienced, first phone morning man. Authoritative news. Best references. Box 939E, BROADCASTING.

Married, intelligent, capable worker with ability, good voice and experience (nine years, including two news, two program director) tired of being changer mechanism in a top-40 juke box—wants to go back to radio. Box 940E, BROADCASTING.

Experienced radio tv newsman-photographer in market of 50,000, want larger. College grad, vet, family. Box 941E, BROADCASTING.

Top feminine dee-jay, music the listenable way. Through the night a show just right. Box 943E, BROADCASTING.

Sports announcer, finest of references, looking for sports minded station. Box 944E, BROADCASTING.

Beginner with potential seeks announcing position. Slight experience, trained voice, broadcasting school. Some college, third phone. Box 949E, BROADCASTING.

Experienced announcer-dj. Bright sound with #1 ratings in highly competitive market. Box 951E, BROADCASTING.

Negro—B.S. degree in announcing-production-AFRTS. No accent, news, jazz, rock and roll r&b, religious, staff. Mature, steady, sober. Box 954E, BROADCASTING.

Top radio personality for Connecticut, New Jersey, New York. Working now. Box 955E, BROADCASTING.

Stop! . . . personality . . . 5 years experience, program director 2 years . . . proven audience builder . . . proven saleability on the air . . . family man. Box 956E, BROADCASTING.

Comboman, first phone technician, seven years radio-tv. Mature, ambitious, reliable. Desires progressive, adult, northeast operation. Personal interview preferred. Available immediately. Box 958E, BROADCASTING.

Announcer, dj. Experienced, married, want to settle down, good tight board, bright sound, willing to relocate. Box 966E, BROADCASTING.

Colored announcer dj — fast board, news, broadcast school grad. Rock, pop or jazz. Family man. Box 967E, BROADCASTING.

Young man. Network television production experience, good voice; personality too. DJ—good commercials, new delivery. Some board, learn rapidly, tape. Box 969E, BROADCASTING.

Professional: Nine years, with solid references. Finest of background. Know formula and standard radio. Veteran with college. Experienced production. Strong news. Box 971E, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer, dj desires staff job. Experience? Selling, writing and airing own weekly show past 3½ years. College grad. Professional musician. Married, vet, 27, prefers permanent position within commuting distance of Chicago. Box 980E, BROADCASTING.

Married, soft-sell personality jock, run own board, good production, prefer northeast. No rock please. Over two years radio, six years theatre. Tape on request. Box 985E, BROADCASTING.

Talented, sparkling announcer, d. j., newsman; 28, college, writes, sells; tape. Maximum 30 miles from N.Y.C. Alan Barry, 12 West 44th, N.Y.C. 36.

Professional disc jockey, newscaster, announcer. 15 years experience. Real result getter. Available now. Contact Sam Brown, Prince Karl Hotel-1901 K St., N. W., Washington, D. C. Phone Federal 8-2880.

Announcer with 1st phone license. Announcing school graduate. Good voice and personality. Will locate anywhere. John Burton, 3501 5th Ave., Los Angeles, California.

Announcer, limited experience. Opportunity more important than money. Prefer swinging station. Good references. Will relocate in the Congo. Larry Dean, 809 North Highland, Rockford, Illinois.

Announcer-D.J. 8 years same station. B.A. Jim Dougherty, 103 Middle Road, Muscatine, Iowa.

In tune? Deejay-announcer, 3 years experience, 25, married, best references, draft exempt, wants to grow with you. Most recently in suburban Chicago. Seeks production, pop music station. No "top 40." Warren Freiberg, 5369 West 89th, Oaklawn, Illinois.

Versatile dj newsman, experienced multi-million suburban market. Desires permanent connection with good organization. Stan Martin, 570 Grand St., New York City, CA 8-8676.

Announcer-salesman. Experienced radio man, experienced commercial manager. Married, will move. Good references. Can start work anytime. Don Neer, Brookfield, Missouri.

Attention: Louisiana, Mississippi, Gulf Coast. 'Swingin' dj, first ticket. Clyde Paul, MU 3-2259, General Delivery, Rusk, Texas.

Student desires vacation work. 2 years at college station, experienced in all phases of announcing, third phone, sports a specialty (finalist in major-league sportscasting competition). Available June 1-Sept. 1. Tom Schindledecker, 240 N. Sandusky, Delaware, Ohio.

Announcer-salesman-1st class, no maintenance. Married, presently employed by KGHM, Brookfield, Mo. Have given notice. Wish to return to southwest. References. Present employer may be contacted. CL 8-4477, Dean Tunnell, 609 N. Main, Brookfield, Mo.

Announcer. 3½ years Chicago. Any location now. Bass voice. Contact Lou Vale, Crawford 7-8169, Chicago.

Technical

Experienced first phone, mature, steady and reliable. Desires position. Available immediately. Box 749E, BROADCASTING.

Have first class radio telephone license, some experience on transmitters, slight experience on console, eighteen months selling in life insurance looking for my lrst job in radio, will consider all offers, William E. Myers, 4062 Dale Road, West Palm Beach, Florida.

Chief engineer, first phone. References. Desires permanent position with AM station. 2½ years experience. Eugene Ray, RFD #2, Hazlehurst, Ga.

Situations Wanted—(Cont'd)

Production—Programming, Others

World's best male traffic manager wants change. Insurmountable problems my specialty. If you can afford the very best, write Box 308E, BROADCASTING.

Program director—13 years experience (program director; personality disc-jockey; advertising representative research). College graduate. Box 606E, BROADCASTING.

Program director-DJ . . . Complete background in metropolitan markets' number one stations . . . know-how and proven ability to install or direct modern operations. Prefer New York state area . . . will consider others. Box 807E, BROADCASTING.

Sports director wants to advance. College graduate; eight years experience—college football and basketball, professional baseball. Top references. Box 849E, BROADCASTING.

Program director-announcer-first phone-sales. California only. Use any or all talents. Available immediately. Box 871E, BROADCASTING.

Experienced pd. Personal interview will convince you. I'm your man. Box 893E, BROADCASTING.

Promotion merchandising man with years in sales and management desires change after several years in present position. Box 896E, BROADCASTING.

Newsman. Desire to join metropolitan news staff under capable director. Prefer east of Mississippi. 8 years radio and journalism experience . . . beat-write-edit-air. Available immediately. Personal interview essential. $115 minimum. Box 902E, BROADCASTING.

Promotion, merchandising, production specialist. Top market experience. Young, versatile with broad background. Strong on sales promotion and merchandising. Also handle public relations and publicity. Good references and resume. Box 909E, BROADCASTING.

Announcing school and college grad, 25. Seeks start in radio news. Gathering, writing, broadcasting. Box 968E, BROADCASTING.

Program-news director experience in radio. TV newcasting. Young, mature, experience all phases radio. Married. College. Media position; no phonies. Box 972E, BROADCASTING.

News director offering increased sales, top management ability, top reporting ability to your station. Have created, maintained and run the best news departments in highly competitive markets for 7 years. Finest references, including present management. Box 978E, BROADCASTING.

Can you use a man with 4 years experience as a combination announcer/engineer? Seeks position as a program director. Have a 1st ticket and good references. Contact Tony Raphael, 3705 Altgeld Street, Chicago 47, Illinois. CApitol 7-8842.

TELEVISION

Help Wanted—Sales

Salesman for Claster Enterprises, Inc., to sell local-live syndicated tv packages. Must be free to travel coast to coast. Excellent opportunity. Salary and expenses. Send full details to: Romper Room, Inc., 2229 No. Charles St., Baltimore 18, Maryland.

Technical

Wanted: One transmitter operator and one transmitter maintenance engineer for mountain top operation. Engineer must be familiar with GE equipment. Send resume to Chief Engineer KMSO-TV, 340 West Main, Missoula, Montana.

Engineer with first class license at KMMT-TV Austin, Minnesota. Require person with aptitude for audio-video switching. Maintenance experience not essential. Contact E. M. Tink, Director of Engineering, KWWL-TV, Waterloo, Iowa.

Help Wanted—(Cont'd)

Technical

Chief engineer/announcer for 1,000 watt AM top station in San Joaquin Valley, California. Must be able to carry out organized preventative maintenance program on studio, transmitter and directional antenna. Must be able to handle any trouble shooting: Also take board shift 20-25 hrs. per week. Wire or phone Gary Ferlisi, KSBW-TV, P.O. Box 1651, Salinas, California. Harrison 2-6422.

Engineer with 1st class license for vacation relief. Previous experience unnecessary. Position available May 1, 1961. Contact E. M. Tink, Director of Engineering, KWWL-TV, Waterloo, Iowa.

TV summer studio relief 2nd class license minimum. Contact: Mr. Merritt, C. E., WICS-TV, Springfield, Ill.

Opportunity for alert technical school graduate to learn studio operation. Contact Henry Cronin, WPTZ-TV, Plattsburg, New York.

Experienced studio and maintenance engineer for permanent position. Excellent opportunity in busy TV operation. Send resume, references, to Chief Engineer, WTTW, Chicago.

Production—Programming, Others

Promotion manager, man or woman, wanted by area's number one television station, medium size southeastern market. Qualifications: Take charge station's promotion department, including on the air, newspaper, billboards, and above all, market and station promotion including market research and preparation of market and station sales presentations. If you have the ideas, and the follow through, this is the place for you. Working conditions and employee benefits excellent. Please send resume, salary requirements and photo. Box 899E, BROADCASTING.

TELEVISION

Situations Wanted—Management

Operations manager. Solid successful tv experience in all phases of station operations, including engineering, programming, production sales and sales management. Proven success in medium, major markets. Available in 60 days. Write Box 935E, BROADCASTING.

Announcers

Available immediately, on camera or booth announcer vet, 29, married. Two years radio, five years tv. Presently employed. Tape, resume, photos available upon request. Box 960E, BROADCASTING.

Technical

First phone, married, TV experience, wants permanent southern location, radio or TV. Available about May 15th. Box 891E, BROADCASTING.

TV transmitter engineer, 4 years experience. Tech school graduate. 1st radiotelephone, 2nd radiotelegraph licenses. Married. Age 30. Presently employed. References. Box 905E, BROADCASTING.

Television engineer, technical school graduate, 5 years experience, including transmitter, VTR. West coast or midwest preferred. Box 907E, BROADCASTING.

Technical school graduate with transmitter experience at full power station, desires studio or combination studio and transmitter position. First phone. Box 928E, BROADCASTING.

Production—Programming, Others

Producer-director—Immediate availability. 7 years same company. Do one-man board, familiar all phases. Top references, high credit and no drifter. Want organization with future. Box 848E, BROADCASTING.

Broadcast promotion and production man looking for break into TV. Have top radio references. Good track record. Ideas and ability my best asset. Available now. Box 910E, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Family man desires director's position with progressive organization. Four years experience. Box 921E, BROADCASTING.

Ambitious, versatile, announcer-program director with 11 years experience all phases air work desires permanent tv and/or radio staff-management position with progressive, possibly educational, metropolitan stations. Prefer northeast, will consider all offers. College grad-BS in radio-tv, veteran, married, 28, highest character, have know-how, desire to grow with organization. Are we compatible? Box 957E, BROADCASTING.

Looking for a promotion assistant? Three years experience with several eastern stations in audience-sales promotion. Interested in locating Pennsylvania, Ohio, New York or W. Va. Resume. Box 975E, BROADCASTING.

FOR SALE

Equipment

Ampex tape duplicator and two slave units. Closing our duplicator lab. Box 808E, BROADCASTING.

625 foot tower with 4 legs 59 feet apart, all galvanized and resting on 4 insulated balls. Complete with lights wench and geared to gasoline engine located in house of approximately foot from ground level in the tower. Box 923E, BROADCASTING.

Famous Western Electric 618 dynamic microphones like new $65.00 each. Altec 21D condenser microphone new $45.00. Western Electric RA1095 amplifier for 640AA condenser microphone $90.00. General Radio 759 sound level meter and 760 sound analizer $75.00 each. Two new Webster Electric 3006 teletalk masters cost $160.00 each both for $150.00. Box 930E, BROADCASTING.

GE 3kw FM transmitter, presently set for operation at 1500 watts. 250 watt driver in excellent condition, amplifier needs some work. Complete for $1500.00. Box 934E, BROADCASTING.

Four Seeburg automatics, two control units, model 200 LU-1P . . . Used very little. Half price, $300 each. Contact Mr. Barber, KTOP, Topeka, Kansas.

Remote pick-up systems Motorola. Two 25-50 mc FMTRU140. Two 150-170 mc FMTRU-41V. Two base stations. $250.00 each. KNET, Palestine, Texas.

1kw UHF TV transmitter, Continental model PA-714, operates ch 14 to 31. WAFG-TV, 1000 Monte Sano Blvd., Huntsville, Ala.

Ingersoll-Rand #1MRVN-3 water pump with 220/440V 60c. motor for G.E. TT6 tv transmitter, $489.00 new, price F.O.B. Cincinnati $200.00. Paul Adams, WCPO-TV, Cincinnati, Ohio.

Available in approximately 30 days, Gates RCB-6 remote control and metering equipment, two Magnecord PT6-AH mechanisms. Best cash offer. Radio Station WIMS, Michigan City, Indiana.

Unused Nitewatch for automatic programming and 8-hour recorder for multiplexing. WPEX-FM, Pensacola, Florida.

Used radio transmitter. 200 kw Doherty amplifier using 6-Federal-6803 tubes with 2300 v. 300 K.V.A. rectifier, 10 H. 20 MFD filter. Low level series plate mod.-crystal control. 24 D.B. overall feedback-30 to 15000 cycles flat. Linear distortion less than 1% at 95% mod. XEW, Mexico City, Mexico. Attention Chief Engineer.

Tower—immediate delivery—Utility heavy duty 185' with lighting kit—dismantled—ready for shipment. WOKJ, Box 2667, Jackson, Miss. FL 4-4096.

RCA Model BTA-1L 1 kw transmitter, good condition, $1500; traded in on Bauer Model 707 "kit" transmitter. Write Bauer Electronics Corp., 1663 Industrial Road, San Carlos, California.

FOR SALE

Equipment—(Cont'd)

AM, FM, TV terminal equipment including monitors, 5820, 1850A and power amp tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

George Kim & Son. Tower-painting, repairing, erection and demolishing. Ebensburg, RD#2, Pennsylvania.

FM transmitter, 3 kw REL, model 519DL, excellent condition. Now in full operation with multiplex. Will sell with or without GEL multiplex exciter. Available in 30 days. Going to higher power reason for selling, Lincoln Broadcasting Company, 15401 W. Ten Mile Road, Detroit 37, Michigan.

Video monitors. See our new line at N.A.B. May 7th Wash., D. C.—Large screen waveform oscilloscope. High resolution viewfinder. 70 models video monitors. Miratel Electronics, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12, Minnesota.

Rigid transmission line, Andrews 1⅝" No. 551-3. New, unused, with hardware and fittings. Tremendous savings. Write for stock list. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

RCA Model BTA-1R 1 kw transmitter, latest model, good condition, $3500; traded in on a Bauer Model 707 "kit" transmitter. Write Bauer Electronics Corp., 1663 Industrial Road, San Carlos, California.

Gates deluxe auto-station. Ideal for am-fm automation. Excellent condition, used one year. $3500.00. Paul Timpe, 1230 South 15th, Quincy, Illinois.

Need immediate delivery? In stock Ampex 354, 354C, 351-AME-NAB. 351-2P, MX-35. Write United Radio, 22 N.W. 9th Ave., Portland, Oregon.

WANTED TO BUY

Stations

Experienced radio man desires small profitable station in the mid-south. Correspondence confidential. Box 900E, BROADCASTING.

Husband-wife team wishes to lease or buy small southern station. Experienced-responsible-civic minded. Box 912E, BROADCASTING.

Attention absentee owners! Responsible parties 20 year broadcast experience desire AM small or medium market in west. Principals only-no brokers. Confidential, of course. Reply Box 945E, BROADCASTING.

Californian desires small station ownership through lease-purchase arrangement. Responsible-experience. Correspondence confidential. Box 677E, BROADCASTING.

Equipment

Wanted—Small used audio console capable of handling at least four level and three high level inputs. George Sprague, Chief Engineer, WLOS-TV, Box 2150, Asheville, N. C.

Wanted—A good used, fairly new, 250 watt broadcasting transmitter. Need great, please call, wire or write Radio Station KBYG, Big Spring, Texas. Phone AM 4-4326, P. O. Box 1713. First offers, first buys.

INSTRUCTIONS

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

FCC first class license twelve weeks. PCIT, Woodburn, Oregon, YUkon 1-1066.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

FCC first class license in 5 or 6 weeks. Instruction eight hours a day, five days a week. No added charge if additional time or instruction needed, as license is guaranteed for tuition of $300.00. Professional announcing training also available at low cost. Pathfinder Method, 5504 Hollywood Blvd., Hollywood, California. Next classes June 5th and July 31.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting April 26, June 21, August 30, October 25. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. "Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course."

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

MISCELLANEOUS

Experienced broadcast engineers available for your remote or tape programs originating from Chicago and vicinity. Box 847E, BROADCASTING.

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

RADIO

Help Wanted—Sales

RADIO SALESMAN

Somewhere there is a salesman who wants to live in South Florida He's a nice guy who wants to be with a station with a future—soon to be the biggest in the market. He likes people, and he likes to work . . . but above all, HE CAN SELL! To prove it, he must have a sales record written in $$$igns.
There's gold on the Goldcoast for you, if you're the man. Send facts and figures QUICK to:

Box 784E, BROADCASTING

Help Wanted—(Cont'd)

Announcers

ANNOUNCER-PRODUCER

With heavy top forty, formula background who wants to try hand with better programming for adult-oriented station in major midwestern market of 750,000. We'll need your resume, picture, and tape on first reply. Salary open. Professionals only need apply.

Box 953E, BROADCASTING

Production—Programming, Others

NEWS DIRECTOR

Top quality authoritative voice, experienced writer and reporter. Must be able to write and air editorials and commentary. Adult programmed station in major midwestern market of 750,000. Salary open. Send complete resume, picture, tape immediately. Very fine opportunity.

Box 952E, BROADCASTING

RADIO

Situations Wanted—Management

$100,000 cash available

Experienced all phase, last 15 years as manager. Desires to purchase working interest. Will consider minority. Southwest preference.

Box 947E, BROADCASTING

Announcers

ARK'S TOP PLAY-BY-PLAY ANNOUNCER

Nine year's experience doing all college sports, can sell on camera or mike as well. Presently station manager and sportscaster, fulltime or mainly sports duties would be swell. Have excellent background and references about which would be happy to tell.

Write
Box 922E, BROADCASTING

Production—Programming, Others

NEWSMAN

Desires to join metropolitan news staff under capable director. Prefer east of Mississippi. 8 years radio and journalism experience . . . beat-write-edit-air. Available immediately. Personal interview essential. $115 minimum.

Box 902E, BROADCASTING

PROGRAM-MUSIC-PUBLIC SERVICE DIRECTOR

12 years announcing, programming, production, continuity—adult stations.
Desire program director position medium market or programming assistant in music, production, or public affairs in major market.

Box 946E, BROADCASTING

Situations Wanted—(Cont'd)

Production—Programming, Others

AGENCIES - STATIONS
YOU SELL 'EM . . .
WE WRITE 'EM

CONTINUITY UNLIMITED will augment your present copywriting staff or will serve as your complete continuity department. Creative, persuasive radio and tv copy designed for you by experts. Amazingly low rates. Write for sample and details.

CONTINUITY UNLIMITED
P. O. Box 7413 Dallas 9, Tex.

FABIAN!
PAUL ANKA!
JERRY LEWIS!

And countless other TOP HOLLYWOOD IDOLS appear as GUEST DISC JOCKEYS on "WALLY GEORGE IN HOLLYWOOD . . . an exciting ALL STAR DJ SHOW taped EXCLUSIVELY for your station! GRAB THAT TEEN AGE AUDIENCE with California's Dean of the Teens" . . . CBS Award Winning WALLY GEORGE. 20 thousand teens in Wally George Club now! STARS participate in station breaks and COMMERCIALS! Also: Hollywood Hit Parade; Hollywood Gossip; Contests and Prizes. BUDGET ADJUSTED TO SUIT YOU BEST! FREE audition tape. Write: WALLY GEORGE PRODUCTIONS, 18102 Malibu Road, Malibu, California. Phone: GLadstone 4-1935.

TELEVISION

Help Wanted—Management

AVAILABLE NOW

A TV Sales Management executive position in Michigan's Second City. Require strong sales and administrative background. Rush experience resume, references and salary needs. All replies confidential.

Box 962E, BROADCASTING

TELEVISION

Situations Wanted—Sales

TELEVISION
SALESMAN - SALESMANAGER

TV experience includes General Sales Manager, top fifty market, National Sales Manager two smaller markets. Know sales thoroughly including local pavement pounding. Radio management experience. Finest references including all employers. Happily married, family, own home age 38. In radio and TV since 1945. Convention interview possible. Let's talk it over.

Box 933E, BROADCASTING

Situations Wanted—(Cont'd)

Production—Programming, Others

NEWS DIRECTOR

Experienced newsman with high-rated on-camera delivery and proven administrative ability. Currently directing top news operation . . . including editorial and public affairs programming . . . in Major East Coast market Best of references from industry leaders.

Box 963E, BROADCASTING

FOR SALE

Equipment

STOP—LOOK (inspect)—and ORDER your MOSELEY Model SCG-2 Subcarrier Generator for FM multiplexing. On display at BOOTH 35B, NAB Convention or write for Bulletin #203.

MOSELEY ASSOCIATES

4416 Hollister Ave. P. O. Box 3192
Santa Barbara, California

WANTED TO BUY

Stations

$100,000
CASH AVAILABLE

To use as down payment for all or 50% of fulltime radio station. Prefer middle to large market within 90 minutes flying time from New York City. Will assume active management, principals only. All replies confidential.

Box 868E, BROADCASTING

INSTRUCTIONS

SELECTED ANNOUNCERS AVAILABLE

Trained, reliable men and women, graduates of the Detroit School of Announcing and Speech are interested in acquiring experience. Complete information including audition tapes sent on request. Let us help you find the right person for your staff. There is no charge for this service. Write

DETROIT SCHOOL OF ANNOUNCING AND SPEECH
138 Duffield, Detroit 1, Mich.

EMPLOYMENT SERVICE

JOB HUNTING?

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for application NOW

WALKER EMPLOYMENT SERVICE

Broadcast Division
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

MISCELLANEOUS

RADIO and TELEVISION STATIONS

Ready cash for your unsold time with our Special Promotion Plan.

Write—
Wire—
Call Collect—

THRIFTIME, INC.
527 Lexington Avenue
New York City
PLaza 2-3242

STATIONS

FOR SALE

ROCKY MOUNTAIN BONANZA

Profitable fulltime station grossing over $100,000 annually. Superbly appointed and exceptionally well equipped. Price of $147,500 on terms includes net quick assets of $15,000.

Box 865E, BROADCASTING

SOUTHERN OHIO

Major market, outstanding daytime facility. $130,000. 29% down. Qualified principals only.

Box 898E, BROADCASTING

FOR SALE
ANNOUNCER'S SCHOOL

East Coast major market. Money Maker. Working announcers as instructors. Good enrollment; can be expanded. Now running absentee. Member Better Business Bureau, Bd. of Trade, etc. $35,000 cash required.

Box 983E, BROADCASTING

WESTERN OREGON

Splendidly located 250 watt daytimer. Owner must sell due to illness. $75,000 —Terms.

HARRIS ELLSWORTH
Licensed Broker
P. O. Box 509 Roseberg, Ore.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

FOR SALE

Stations

Oregon	single	daytimer	$ 75M	terms
Wash	single	daytimer	40M	cash
Wash	single	1kw	50M	terms
Wash	single	fulltime	75M	29%
Oregon	small	daytimer	28M	terms
			for 98%	
Oregon	medium	fulltime	117M	terms
Wash	medium	daytimer	105M	terms
Wash	medium	fulltime	135M	terms
Wash	metro	daytimer	100M	29%
N.W.	large	daytimer	250M	terms

And Others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

Texas major $200,000—Texas major $500,000—Texas single $160,000—Texas single $63,000—Texas single $53,000—Texas single $60,000—Ala. major $300,000—La. single $85,000—La. major $97,500—Ark. single 80% $65,000—Miss. single $50,000—Miss. single $45,000—Rocky Mt. single $47,500—Florida major $375,000—Fla. major $265,000—Fla. semi-major $230,000—Fla. major $225,000—Fla. medium $135,000—Fla. major $120,000—Fla. medium $110,000—Fla. single $50,000—Fla. single $35,000 cash—New Mexico major $300,000—Major VHF-Radio combo $4,000,000. Others! PATT McDONALD CO., BOX 9266, AUSTIN 17, TEXAS. GL 3-8080.

STATIONS FOR SALE

CALIFORNIA. Daytimer. Growing market of 50,000. Absentee owner. Requires close attention. $6,500 down. Easy payoff.

NORTHWEST. Fine daytime property. Excellent facility. Doing $50,000. Profitable. Asking $90,000 with 29% down including real estate.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

NEED HELP?

LOOKING FOR A JOB?

SOMETHING TO BUY

OR SELL?

For Best Results
You Can't Top A
Classified Ad
in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 88

BROADCAST ACTIONS
by Broadcast Bureau

Actions of April 18

WCHB, WCHD (FM) Inkster and Detroit, Mich.—Granted transfer of control from Dr. Haley Bell to Dr. Haley Bell and Mary L. Bell, joint tenants with right of survivorship.

WALG Albany, Ga.—Granted acquisition of positive control by Allen M. Woodall through purchase of stock from James S. Ayers.

WIKC Bogalusa, La.—Granted license covering increase in daytime power and installation of new trans.

WFMO Fairmont, N. C.—Granted cp to change ant.-trans. and studio location; make changes in ant. system (increase height) and in ground system.

Actions of April 17

KPLT Paris, Tex.—Granted mod. of license to change name to KPLT Inc.

WREO-AM-FM Ashtabula, Ohio—Granted mod. of licenses to change names to Radio Enterprises of Ohio Inc.

WCMA Corinth, Miss.—Granted cp to install old main trans. as auxiliary trans. at main trans. site; remote control permitted.

WCSH-TV Portland, Me.—Granted cp to change studio and trans. locations and for changes in ant. system and equipment and change ant. height to 950 ft.

WMIT (FM) Clingman's Peak, N. C.—Granted cp to install alternate main trans. to be operated on 106.9 mc, 36 kw.

WRGR Starke, Fla.—Granted cp to change ant.-trans. and studio location.

WWCO Waterbury, Conn.—Granted cp to install new trans.

WINF-FM Manchester, Conn.—Granted mod. of cp to change type trans. and ant., increase ERP to 7.6 kw, ant. height to 600 ft., and change trans. location.

WELF Glen Ellyn, Ill.—Granted mod. of cp to change ant.-trans. location, studio location and make changes in ant. system; ant. height 90 ft.; remote control permitted.

WTAR-FM Norfolk, Va.—Granted mod. of cp to increase ERP to 40 kw, change type trans. and ant.

■ Granted mod. of cps of following am stations to change type trans.: WIXN Dixon, Ill.; WMTR Morristown, N. J.; WBAT Marion, Ind.; WCMA Corinth, Miss. and WWCO Waterbury, Conn.

■ Following stations were granted extensions of completion dates as shown: KSWC Tucson, Ariz., to June 1; WNBC New York City to Oct. 17; WERA Plainfield, N. J., to June 15; KVIL-FM Dallas, Tex., to Aug. 9; KRAM-FM Las Vegas, Nev., to Sept. 13; WOW-FM Omaha, Neb., to June 1; WITA-FM San Juan, P. R., to June 1; WMAX-FM Grand Rapids, Mich., to June 29; KPLA Plainview, Tex., to Oct. 15; condition; KVNA Flagstaff Ariz., to May 30.

Actions of April 14

KBTA Batesville, Ark.—Granted license covering increase in daytime power and installation new trans.; condition.

WJDX-FM Jackson, Miss.—Granted license covering change in ERP, ant. height, trans. location, type trans. and ant. and changes in ant. system.

■ Waived section 4.709 (b) of rules and granted STA for following vhf tv repeater station: Squaw Butte Television Club, ch. 13, Lower Box Elder & Clear Creek Community, Mont. (KFBB-TV, ch. 5, Great Falls, Mont.)

KREW Sunnyside, Wash.—Granted mod. of cp to change type trans.

■ Granted change of remote control authority for WAUX, WAUX-FM Waukesha, Wis.; KOKE Austin, Tex.; WJES Johnston, S. C., and WPIT-FM Pittsburgh, Pa.

WPIT Pittsburgh, Pa.—Granted change of remote control authority.

Action of April 13

WRGP-TV Chattanooga, Tenn.—Granted assignment of licenses to WSTV Inc.

Actions on April 12

WKHM Jackson, Mich.—Granted involuntary transfer of control from Nellie Marie Knorr, administratrix of estate of Frederick A. Knorr, deceased, to Nellie Marie Knorr, executrix of estate of Frederick A. Knorr, deceased.

WKMH, WKMH-FM, WKMF, WSAM, WSAM-FM Dearborn, Flint and Saginaw, Mich.—Granted involuntary transfer of control from Nellie Marie Knorr, administratrix of estate of Frederick A. Knorr, deceased, to Nellie Marie Knorr, executrix of estate of Frederick A. Knorr, deceased.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING April 20

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,531	39	131	804
FM	794	67	195	126
TV	486[1]	56	84	97

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING April 20

	VHF	UHF	TV
Commercial	464	78	542
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by the FCC (Jan. 31, 1961)

	AM	FM	TV
Licensed (all on air)	3,522	758	486[1]
Cps on air (new stations)	30	71	54
Cps not on air (new stations)	128	204	83
Total authorized stations	3,680	1,033	635
Applications for new stations (not in hearing)	622	73	29
Applications for new stations (in hearing)	170	28	64
Total applications for new stations	792	101	93
Applications for major changes (not in hearing)	550	45	34
Applications for major changes (in hearing)	256	4	22
Total applications for major changes	806	49	56
Licenses deleted	0	0	0
Cps deleted	0	0	1

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

WRAW Reading, Pa.—Granted assignment of cp to Reading Radio Inc.

Actions of April 10

Richland Tv Club, Sidney, Mont.—Granted cp for new vhf tv translator station on ch. 10 to translate programs of KDIX-TV (ch. 2), Dickinson, S. D.

Fort Benton Tv Club, Fort Benton, Mont.—Granted cp for new vhf tv translator station on ch. 13 to translate programs of KFBB-TV (ch. 5), Great Falls, Mont.

Star Valley Tv System Inc., Thayne, Wyo.—Granted cp for new vhf tv translator station on ch. 9 to translate programs of KTLE (ch. 6), Pocatello, Idaho.

WTAP Parkersburg, W. Va.—Granted change of remote control authority.

Actions of April 6

KRZE Farmington, N. M.—Remote control permitted.

Bert B. Williamson, Belt, Mont.—Granted cps for two new vhf tv translator stations on ch. 11 to translate programs of KRTV (TV) (ch. 3), Great Falls, Mont., and on ch. 7 to translate programs of KFBB-TV (ch. 5), Great Falls.

Rulemakings

PROPOSED

■ Commission invites comments by May 17 to notice of proposed rule making looking toward amending tv table of assignments by substituting ch. 32 for ch. 51 in Louisville, Ky. Kentuckiana Television Inc., permittee of WLKY on ch. 51 in Louisville, petitioned for change to lower channel so as to result in more efficient utilization of third commercial uhf assignment in that city. It would involve substituting ch. 26 for 32 in Richmond, ch. 83 for 26 in Anderson, ch. 66 for 25 in Madison, Ind., ch. 32 for 26 in Knoxville, and ch. 26 for 32 in Oak Ridge, Tenn. Action April 13.

■ Commission invites comments by May 19 to notice of proposed rule making looking toward amending tv table of assignments to add ch. *20 to Athens, Ohio, by deleting that commercial channel from Coshocton and substituting ch. 71 therefor. Although ch. 62 is presently available in Athens, National Educational Television and Radio Center petitioned for lower uhf channel, for which Ohio Univ. plans to apply, to provide maximum coverage with minimum shadow problems. Action April 19.

BROADCASTING

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OUR RESPECTS to Max Paglin, general counsel, FCC

From the stage to the courtroom

Seldom, if ever, has a top level appointment at the FCC been received as enthusiastically by the staff as the elevation of Max Paglin to general counsel.

"What a wonderful thing for Max and all the toilers in the vineyard," exclaimed one commission employe who has labored many years beside Mr. Paglin, an 18-year FCC veteran. "The staff is always behind one of our own who moves up the ladder but the warmth and sincere feelings for Max's appointment were especially felt by all of us," stated a commission lawyer.

These views epitomize the unanimous approval on the staff-level of the new FCC chairman's choice for general counsel. And, Max says, the most gratifying result of his appointment was the sincere cordiality of his colleagues.

But, even without these endorsements, Max David Paglin fits perfectly into the New Frontier "type." He was, after all, a star performer on the 1937 intramural championship touch football team at Columbia U. Law School. "I haven't been invited to play at 1600 Pennsylvania Ave., however," Max laughed.

An Actor at Heart ▪ Attorney Paglin, as assistant general counsel for litigation, has never been accused of "hamming up" his court arguments but it would be readily understandable if a bit of theatrics had crept in on occasion. He spent many hours in his youth preparing for a stage career and won a scholarship to a dramatics school when he was only 10 years old. He did, in fact, dance, act and sing on the stage and radio and coach dramatics.

The thespian turned lawyer probably inherited the dramatic inclinations from his father, who came to this country from Lithuania all alone and without a job when he was only 15 years old. The senior Paglin—before establishing a respected reputation as a New York homebuilder — taught dancing in his spare time. Max was very close to his father, who died last August without seeing his son attain his present high rank.

From the Beginning ▪ Max was born in New York City on May 1, 1914, and received his early education in the public schools there. He graduated from James Monroe High School with highest scholastic honors in 1932 and received a bachelor's degree in social science from the College of the City of New York four years later.

Actor Paglin's flair for the stage was prominent in both his high school and college careers. "I've been a ham ever since I was a kid," he said last week. He coached in the same dramatics school he attended and later taught dramatics in summer camps while a college student. He starred in various student variety shows as well as directing and acting in regular college radio broadcasts on New York stations.

Max fully intended to find a permanent niche for himself on the stage until one fateful summer during the depression. Several of his college buddies came back to school "very discouraged" after a fling at summer stock. "I decided right then and there that law school was the next step for me," Max remembers.

He chose Columbia for his law training and received his LLB from that school in 1939 and was admitted to the New York State bar the same year. Mr. Paglin then entered private practice in his hometown, representing clients in various real estate and business transactions.

Next Stop, FCC ▪ In December 1942, Max joined the FCC general counsel's staff in the hemisphere communications unit. Activities of this unit were classified and Max remained with it until the unit was dissolved in late 1943, when he joined the Common Carrier Div.

During his 18 years with the commission, Max has had extensive experience and training in nearly every phase of the agency's regulatory work. The scope of his background is probably broader than that of any other present member of the staff.

He first entered broadcast regulation in 1948 when he joined what is now the Broadcast Bureau as a staff attorney. He worked in all fields of the bureau's activities and was "loaned" to then Commissioner George E. Sterling as his legal assistant for several months.

FCC's Paglin
Moves up the ladder

In 1951, Max became a leading trial attorney of the newly-formed hearing division of the Broadcast Bureau. While in this post, he supervised or tried directly many of the hotly-contested comparative tv cases which swamped the FCC after the tv freeze was lifted.

About this time, Mr. Paglin first began to receive commendations from others both within and outside the FCC. This was particularly true of his work as assistant chief counsel in the ABC-Paramount merger case. He was, at this time, working directly under present Commissioner Frederick W. Ford, who then was chief of the Hearing Div.

A Wise Choice ▪ "I just know good people when I see them," said Commissioner Robert T. Bartley of Max Paglin. As a consequence, Max became the commissioner's legal assistant in July 1953, a position he held for more than five years.

From the commissioner's office, Max moved up to assistant general counsel in charge of litigation in February 1959. He held that job until early last month when Chairman Newton N. Minow chose him as general counsel.

Max has been praised by both his superiors and those he directed as extremely sound and cool under fire. He has outstanding ability and uses it with thoroughness in everything from the most innocuous court argument to decisions on the top policy level. His litigation record is especially impressive and was spotlighted by former Chairman Ford in the FCC's 1960 yearend report.

The Paglins ▪ Just three weeks before he entered law school, Max met Sally P. Kobak of South Norwalk, Conn. "She practically took the courses with me," Max said, and although they soon were "going steady" it was not until five years later that Miss Kobak became Mrs. Paglin. "I vowed not to get married until I was making $40 a week in the practice of law," Max remembers, so the wedding was in 1941.

They have two sons, David S., 15, and Eric T., 11, and reside in suburban Silver Spring, Md. In addition to keeping his interest in dramatics through stagings for his wife's club, his hobbies include golf (low 90's, but he gets beaten regularly by son David), tennis and a "green thumb."

Max's affiliations include Phi Epsilon Pi fraternity, college alumni associations, Westchester Civic Assn., the PTA and Temple Emanuel, Kensington, Md.

Prime news medium

BROADCASTING today is a major journalistic force. It has the potential of becoming the prime informational medium if it wants to be.

The printed page press, of course, will resist this effort all down the line. It has for the past 25 years since radio first made its bid for status in news dissemination.

The greatest strides have been made in the past year—in the coverage of the political conventions and the election campaign. President Kennedy, in throwing open his news conferences to live and recorded video and audio coverage, brought victory to broadcasting in its long struggle for equality with the press.

If the fight to achieve recognition in journalism has been rugged, it will appear to have been child's play in contrast with what's ahead. Some indication of this is reflected in the widespread editorial reaction to NBC's recent *JFK Report II*. Newspapers and columnists criticized sponsorship of the event as demeaning the office of the President of the United States. They alluded to it as entertainment.

The press ridicules television—now the prime target—as show business. Television and entertainment are made synonymous.

Nomenclature becomes important. The "press" connotes news. There are *news* papers and *news* magazines.

Yet most newspapers are not predominantly news. Comic strips, advice to the lovelorn, horoscopes, crossword puzzles, food sections and women's pages do not constitute news. They are entertainment features, not unlike those you'll find on the air.

And all those "news" features are "sponsored" by the advertisers, national and local, that, in most metropolitan newspapers, account for anywhere from 60% to 80% of the overall content. And what about those unbroken columns of "spot announcements" called classified ads?

Broadcasters have made mistakes in the quest toward journalistic maturity. The biggest problem perhaps is that too many broadcasters regard themselves as being entirely in the entertainment business. Entertainment, of course, is basic—just as it is for newspapers and magazines. But it cannot be all-embracing if broadcasting is to achieve the distinction of becoming the prime informational medium.

We think, moreover, that ownership and top management should re-examine their programming policies and objectives. As we have said so often, the strength and stature and the very future of radio and television are imbedded in modern journalism and not in "show business."

Option time agonies

LAST week controversy raged over the move to expand station break time on the television networks to help the fortunes of their affiliates. Other events, however, may reduce the station break hassle to the status of a quibble.

The FCC, as this was being written, appeared bent upon the elimination of option time altogether as an anti-trust violation. If such a mandate should stick—and it will be litigated to the Supreme Court if need be—the present method of network broadcasting would undergo substantial change. Affiliations as they are known today probably would disappear, and the networks might be forced to function as syndicators selling their wares in the open market.

To all intents the controversy over station breaks is a *fait accompli*. ABC-TV, beginning in the fall, will allow its affiliates 40 seconds instead of 30 at station breaks. CBS-TV to remain competitive plans to expand its station break time from 30 to 42 seconds after half-hour programs and from 60 to 70 seconds after hour-long programs. NBC-TV, while it has said nothing for the record, doubtless will follow suit. Like CBS, it has no alternative if it wants to keep peace and harmony with its affiliates and avoid defections. The expanded breaks are within the commercial stipulations of the NAB Television Code.

Before television's customers go into tantrums over the station break issues, they should appraise the possible consequences of abolition of option time. For the uninitiated, option time is the term used to designate the hours of the broadcast day during which affiliates agree to carry network programs, if the network asks clearance. Historically, that time has been three hours in each of the four segments of the broadcast day. Last fall, the FCC cut this down to two and one-half hours.

In so doing, the FCC, by a narrow 4-3 vote, concluded that option time is "reasonably necessary" to the successful conduct of network operations. Three commissioners dissented on varying grounds but in essence felt there was no critical need for option time. KTTV (TV), Los Angeles independent which four years ago had precipitated the option time issue, took the decision to the Court of Appeals in Washington.

Last week the FCC asked the court to remand the case. This opens the way for reconsideration. Since the original action, the FCC has changed. Its new chairman is Newton N. Minow of Chicago. The three votes in favor of eliminating option time are still there. So, presumably, are the three in favor of retaining it. Mr. Minow has effectively stated his views in the few weeks he has been running the FCC for the New Frontier. He favors tough regulation. Abolition of option time is about as tough as the FCC can get short of abolishing the networks.

A vote to ban option time would not necessarily be a substitute for the former action. This depends on the nature of the court's remand. Because of its importance, we hope it will be a new action entailing full-scale rulemaking. Time then would be allowed for preparation for new hearings, and an eventual new appeal if the FCC majority persisted.

All that time would be needed to marshal the forces in television, including their advertiser and agency customers, to resist a legal mandate that might replace a workable system of network broadcasting with an unknown quantity.

Drawn for BROADCASTING by Sid Hix

"Joe said Ford dropped half of Wagon Train, *but it seems to me they have as many wagons as ever!"*

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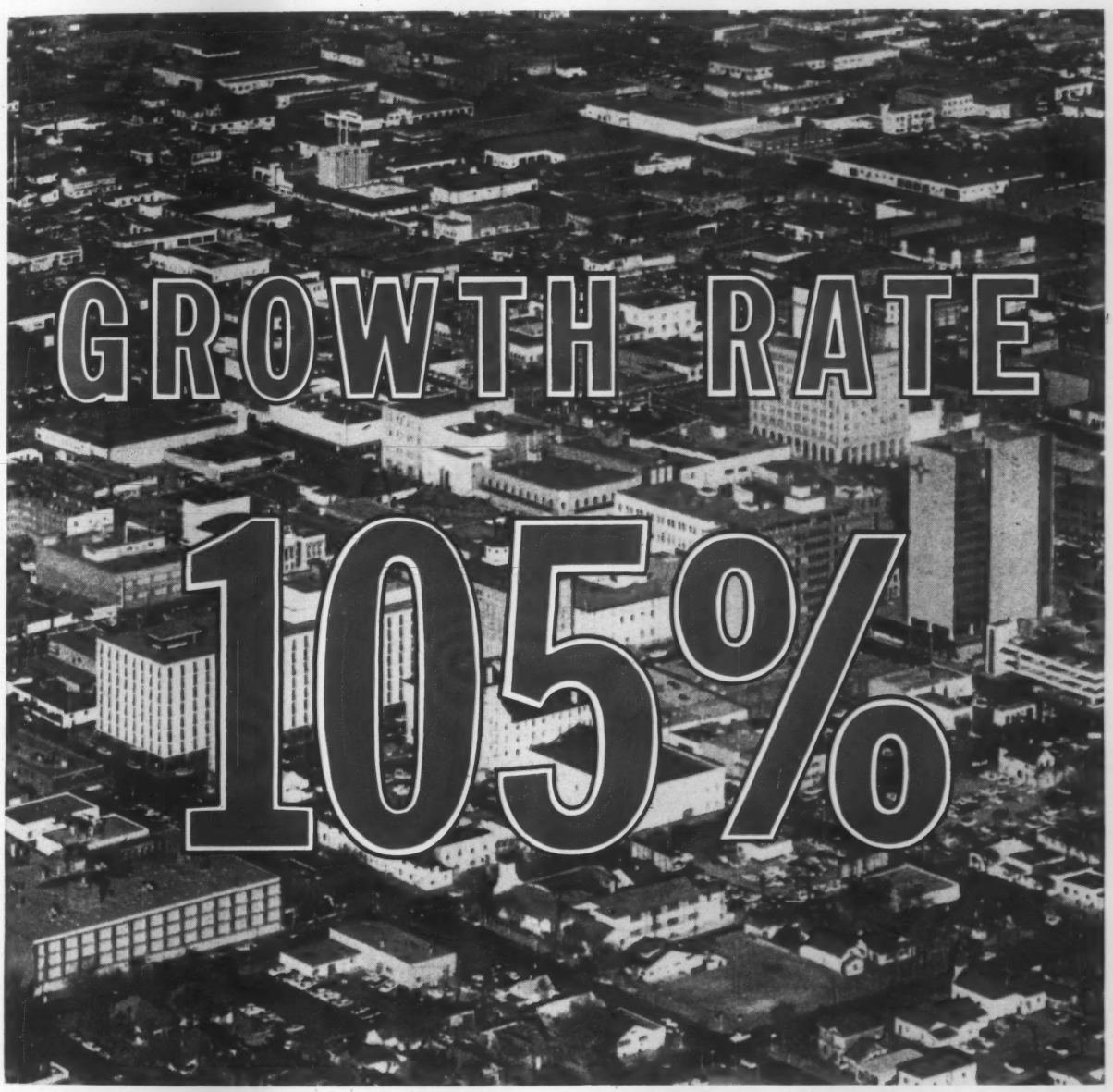

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